COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR AUG 1981

	EVENING 7:00-11:00 PM										All 7:00-11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25-30 Min	All 55-60 Min.	7:00-9:00 PM	9:00-11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	13.8	14.0	15.0	12.2	9.5	12.8	15.3	13.0	11.9	14.2	13.4	13.9	13.5
NO. OF PROGRAMS ǂ	8	7	24	3	3	8	23	31	27	36	63	18	81

	EVENING 6:00-7:00PM Informational(1)		MONDAY-FRIDAY 11:30-1:00AM	WEEKDAY DAYTIME 10:00AM-4:30PM						WEEKEND DAYTIME	Sports		
	Once a Week	Multi-weekly	11:30PM-1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM-1:00PM	1:00-4:30PM	10:00AM-4:30PM	Chil-dren's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.4	10.8	5.2	7.2	4.9	8.0	6.1	7.2	6.8	4.3	6.7	4.9	5.9
NO. OF PROGRAMS ǂ	5	3	12	13	8	4	13	12	25	32	5	8	13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.
(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.
IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.
ǂ PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 9, 1981

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MAJOR LEAGUE ALLSTAR GAME(S)	20.1	15,640
2	FACTS OF LIFE	20.0	15,560
3	THREE'S COMPANY	19.2	14,940
4	HART TO HART	19.1	14,860
5	DIFF'RENT STROKES	18.9	14,700
6	TRAPPER JOHN, M.D.	18.6	14,470
7	IT'S A LIVING	18.5	14,390
7	JEFFERSONS	18.5	14,390
9	60 MINUTES	18.1	14,080
10	M*A*S*H	18.0	14,000
10	QUINCY, M.E.#	18.0	14,000
12	ROYAL WEDDING PREVIEW(S)	17.5	13,620
13	LOU GRANT	17.3	13,460
14	DUKES OF HAZZARD	17.2	13,380
15	BIG EVENT#	16.8	13,070
16	ALICE	16.7	12,990
17	20/20	16.6	12,910

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
•EVENING									
ABC FRIDAY NIGHT MOVIE	32	183	181	91	96	A	11.9	23	926
FRI. 9.00P 120 ABC FF						B	12.4	22	965
ABC MONDAY NIGHT MOVIE	10	196	195	99	99	A	13.4	24	1043
1 MON. 9.00P 115 ABC FF 2 MON. 9.00P 120						B	14.3	25	1113
ABC NEWSBRIEF-M-F	208	190	191	97	97	A	13.8	25	1074
1 MON. 10.00P 1 ABC N 1 TU-TH 9.58P 1 1 FRI. 8.58P 1 2 MON. 9.58P 2 2 TU & W 9.58P 1 2 THU. 9.57P 2 2 FRI. 8.57P 2						B	16.1	26	1253
ABC NEWSBRIEF-SAT.	42	196	190	98	96	A	16.0	32	1245
SAT. 9.58P 1 ABC N						B	20.3	36	1579
ABC NEWSBRIEF-SUN.	42	188	173	97	96	A	7.5	16	584
SUN. 7.58P 1 ABC N						B	13.5	22	1050
ABC SUNDAY NIGHT MOVIE	39	198	194	98	99	A	13.6	24	1058
SUN. 8.00P 180 ABC FF						B	17.9	29	1393
ABC WORLD NEWS TONIGHT	208	201	202	99	99	A	10.9	24	848
M-F 6.30P 30 ABC N						B	11.9	22	926
CBS EVENING NEWS-RATHER	209	197	197	99	99	A	11.4	25	887
M-F 6.30P 30 CBS N						B	13.9	26	1081
CBS EVENING NEWS-DEAN	31	171	160	91	91	A	8.9	21	692
SUN. 6.30P 30 CBS N						B	9.5	19	739
CBS NEWS SPEC. RPT. 8PM(S)		194		99		A	16.5	30	1284
1 WED. 8.00P 60 CBS N									
CBS REPORTS-THU. 1(S)			188		97	A	7.0	15	545
2 THU. 8.00P 60 CBS DN									
CBS SAT. NEWS-SCHIEFFER	43	151	149	85	85	A	7.0	18	545
SAT. 6.30P 30 CBS N						B	9.8	21	762
CBS SAT. NIGHT MOVIE	12	196	194	99	99	A	11.6	24	902
1 SAT. 9.00P 120 CBS FF 2 SAT. 8.00P 180						B	11.9	25	926
CBS TUESDAY NIGHT MOVIES	24	182		95		A	13.1	23	1019
1 TUE. 8.30P 120 CBS FF						B	17.1	27	1330
CBS WEDNESDAY NIGHT MOVIE	30	188	187	98	96	A	15.7	28	1221
WED. 9.00P 120 CBS FF						B	16.6	27	1291
CHARLES AND DIANA-WEDDING(S)		198		99		A	12.7	22	988
1 WED. 9.00P 60 ABC N									
CHARLIE'S ANGELS	8	192	192	97	97	A	10.9	21	848

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
ABC WRLD NEWS TONIGHT-SUN	37	157		83		A	6.2	16	482
1 SUN. 6.30P 30 ABC N						B	8.4	17	654
ALICE	31	195	191	99	98	A	16.7	29	1299
SUN. 9.00P 30 CBS CS						B	21.0	32	1634
ALL LIVED HAPPILY-AFTER(S)			186		99	A	9.7	19	755
2 TUE. 8.30P 30 CBS CS									
ARCHIE BUNKER'S PLACE	30	195	190	98	98	A	13.9	27	1081
SUN. 8.00P 30 CBS CS						B	18.8	31	1463
BARBARA MANDRELL	32	207	193	98	98	A	11.2	26	871
SAT. 8.00P 60 NBC GV						B	14.7	28	1144
BARNEY MILLER	35	200	201	98	98	A	15.2	29	1183
THU. 9.00P 30 ABC CS						B	17.4	29	1354
BARNEY MILLER SPECIAL(S)			200		98	A	16.5	34	1284
2 THU. 8.30P 30 ABC CS									
BENSON	35	201	195	98	97	A	13.3	30	1035
FRI. 8.00P 30 ABC CS						B	14.7	27	1144
BIG EVENT	38	202		99		A	16.8	30	1307
1 SUN. 9.00P 120 NBC FV						B	17.8	28	1385
BJ AND THE BEAR	12	192		95		A	7.9	17	615
1 SAT. 9.00P 60 NBC A						B	10.0	20	778
BOSOM BUDDIES	32	202		99		A	14.3	29	1113
1 THU. 8.30P 30 ABC CS						B	16.4	27	1276
BULBA(S)			192		98	A	9.3	18	724
2 MON. 8.00P 30 ABC CS									
WED. 8.00P 60 ABC PD						B	11.1	23	864
CHIPS	30	214	188	99	94	A	13.1	27	1019
1 SUN. 8.00P 60 NBC OP 2 SUN. 7.00P 60						B	17.7	29	1377
COMEDY THEATRE	3	191		96		A	9.0	20	700
1 FRI. 8.30P 30 NBC CS						B	8.9	20	692
CRONKITE'S UNIVERSE	6	189	187	99	99	A	10.1	20	786
TUE. 8.00P 30 CBS DO						B	10.3	21	801
DALLAS	35	206	202	99	98	A	14.8	29	1151
FRI. 10.00P 60 CBS GD						B	27.3	48	2124
DIFF'RENT STROKES	35	207	204	99	97	A	18.9	34	1470
WED. 9.00P 30 NBC CS						B	19.8	32	1540
DISNEY'S WONDERFUL WORLD	33	207		98		A	10.4	23	809
1 SUN. 7.00P 60 NBC FV						B	13.9	24	1081
DR. SEUSS-PONTOFFEL POCK(S)		199		98		A	10.9	24	848
1 FRI. 8.30P 30 ABC EA									
DUKES OF HAZZARD	34	205	198	99	98	A	17.2	34	1338
FRI. 9.00P 60 CBS CS						B	23.3	40	1813
DYNASTY	3	198	198	99	99	A	10.8	19	840
1 WED. 10.00P 60 ABC GD 2 WED. 9.00P 120						B	10.7	20	832
EIGHT IS ENOUGH	16	198	187	99	96	A	8.3	19	646
SAT. 8.00P 60 ABC CS						B	11.4	24	887
ENOS	7	189		99		A	9.5	23	739
1 SAT. 8.00P 60 CBS CS						B	10.6	25	825

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D													
FACTS OF LIFE					30	207	205	99	99	A	20.0	34	1556
WED.	9.30P	30	NBC	CS						B	19.0	31	1478
FANTASY ISLAND					37	201	193	99	97	A	14.7	30	1144
SAT.	10.00P	60	ABC	A						B	18.9	35	1470
FLAMINGO ROAD					5		200		99	A	11.9	22	926
2 MON.	10.00P	60	NBC	GD						B	10.8	20	840
GAMES PEOPLE PLAY					6	193	185	98	95	A	8.0	17	622
SAT.	10.00P	60	NBC	PV						B	8.0	17	622
HAPPY DAYS					34		206		99	A	16.4	34	1276
2 TUE.	8.00P	30	ABC	CS						B	19.0	31	1478
HARPER VALLEY					25	193	190	96	96	A	10.0	22	778
FRI.	8.00P	30	NBC	CS						B	14.2	27	1105
HART TO HART					31	205	203	99	99	A	19.1	35	1486
TUE.	10.00P	60	ABC	PD						B	19.4	33	1509
HILL STREET BLUES					13	208	201	99	98	A	12.1	21	941
TUE.	9.00P	60	NBC	OP						B	12.6	22	980
HOUSE CALLS					35	196	190	98	98	A	16.3	28	1268
1 MON.	9.33P	30	CBS	CS						B	20.8	32	1618
2 MON.	9.30P	30											
MAJOR LEAGUE ALLSTAR PRE(S)							213		99	A	13.7	29	1066
2 SUN.	8.00P	15	NBC	SC									
MAJOR LEAGUE ALLSTAR GAME(S)							213		99	A	20.1	36	1564
2 SUN.	8.15P	225	NBC	SE									
M*A*S*H					35	196	193	99	99	A	18.0	32	1400
1 MON.	9.03P	30	CBS	CS						B	23.5	36	1828
2 MON.	9.00P	30											
MORK & MINDY					36	201	203	98	98	A	14.0	30	1089
THU.	8.00P	30	ABC	CS						B	15.9	27	1237
NBC FRIDAY NIGHT MOVIE					6		179		94	A	10.8	21	840
2 FRI.	8.30P	150	NBC	FF						B	10.1	20	786
NBC MAGAZINE					12	186	189	97	97	A	10.8	23	840
THU.	8.00P	60	NBC	DN						B	10.9	22	848
NBC NEWS UPDATE-M-F					207	175	175	92	91	A	10.9	21	848
1 MON.	9.43P	1	NBC	N						B	15.2	25	1183
1 TU-F	8.58P	1											
2 MON.	9.05P	1											
2 TU-TH	8.58P	1											
2 FRI.	8.28P	1											
NBC NEWS UPDATE-SAT.					42	185	173	94	93	A	10.3	22	801
SAT.	8.58P	1	NBC	N						B	12.2	22	949
I LOVE HER ANYWAY(S)							190		98	A	9.7	18	755
2 MON.	8.30P	30	ABC	CS									
INCREDIBLE HULK					30	193	184	96	95	A	9.5	21	739
FRI.	8.00P	60	CBS	SF						B	14.6	27	1136
IT'S A LIVING					3	203	207	99	99	A	18.5	32	1439
TUE.	9.30P	30	ABC	CS						B	17.4	31	1354
JEFFERSONS					31	191	187	99	98	A	18.5	31	1439
SUN.	9.30P	30	CBS	CS						B	21.9	34	1704
KNOTS LANDING					8	196	195	98	97	A	13.3	24	1035
THU.	10.00P	60	CBS	GD						B	12.6	23	980
KRYPTON FACTOR					1		194		95	A	11.0	22	856
2 FRI.	8.30P	30	ABC	QG						B	11.0	22	856
LAVERNE & SHIRLEY					33		209		99	A	16.0	32	1245
2 TUE.	8.30P	30	ABC	CS						B	19.0	31	1478
LITTLE HOUSE-PRAIRIE					39	214	211	99	99	A	13.1	24	1019
1 MON.	8.30P	120	NBC	GD						B	19.3	30	1502
2 MON.	8.00P	120											
LOBO					25	191	200	96	96	A	11.8	23	918
TUE.	8.00P	60	NBC	A						B	14.8	25	1151
LOU GRANT					33	190	200	99	99	A	17.3	32	1346
1 MON.	10.03P	60	CBS	GD						B	18.5	31	1439
2 MON.	10.00P	60											
LOVE BOAT					39	204	198	99	97	A	15.3	32	1190
SAT.	9.00P	60	ABC	CS						B	21.7	39	1688
MAGNUM, P.I.					27	199	198	98	98	A	14.1	26	1097
THU.	9.00P	60	CBS	PD						B	18.7	30	1455
NBC NEWS UPDATE-SUN.					42	182	189	94	95	A	13.6	27	1058
1 SUN.	8.58P	1	NBC	N						B	17.8	27	1385
2 SUN.	8.14P	1											
NBC NEWS UPDATE-2-M-F					49	180	179	89	88	A	10.6	19	825
TUE.	9.58P	1	NBC	N						B	12.1	20	941
1 THU.	9.51P	1											
2 THU.	9.57P	1											
NBC NEWS UPDATE-2-SAT.					12		176		90	A	8.1	16	630
2 SAT.	9.58P	1	NBC	N						B	8.9	17	692
NBC NEWS UPDATE-2-SUN.					9	189		92		A	15.0	25	1167
1 SUN.	9.55P	1	NBC	N						B	13.3	22	1035
NBC NIGHTLY NEWS-SAT.					38	162	161	86	86	A	7.1	18	552
SAT.	6.30P	30	NBC	N						B	8.6	18	669
NBC NIGHTLY NEWS-SUN.					33	164	156	84	81	A	7.2	18	560
SUN.	6.30P	30	NBC	N						B	7.6	15	591
NBC NIGHTLY NEWS					207	208	208	99	99	A	10.1	22	786
M-F	6.30P	30	NBC	N						B	12.0	23	934
NBC THURSDAY NIGHT MOVIES					34	188	188	95	95	A	11.7	22	910
THU.	9.00P	120	NBC	FF						B	15.0	25	1167
NERO WOLFE					8		190		94	A	11.4	21	887
2 TUE.	10.00P	60	NBC	PD						B	10.9	19	848
NEWSBREAK-M-F					185	172	169	90	90	A	10.2	20	794
1 MON.	9.01P	1	CBS	N						B	14.6	24	1136
1 TUE.	8.30P	1											
1 W & TH	8.58P	1											

CONT'D

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D													
NEWSBREAK-M-F-CONT'D													
1 FRI.	8.57P	2											
2 MWTH	8.58P	1											
2 TU & F	8.57P	2											
NEWSBREAK-SAT.					38	174	178	93	93	A	9.1	20	708
1 SAT.	8.58P	1	CBS	N						B	11.9	21	926
2 SAT.	8.55P	1											
NEWSBREAK-SUN.					38	174	171	93	93	A	12.7	23	988
SUN.	8.58P	1	CBS	N						B	18.6	29	1447
ONE DAY AT A TIME					29	194	191	98	99	A	13.4	24	1043
SUN.	8.30P	30	CBS	CS						B	19.4	30	1509
QUINCY, M.E.					32		207		98	A	18.0	32	1400
2 WED.	10.00P	60	NBC	OP						B	17.6	30	1369
REAL PEOPLE					43	213	212	99	97	A	14.4	28	1120
WED.	8.00P	60	NBC	PV						B	19.6	32	1525
ROBERT KLEIN SPECIAL(S)						182		96		A	7.7	16	599
1 FRI.	9.00P	60	NBC	CV									
ROYAL WEDDING PRE-NBC(S)						203		99		A	14.0	26	1089
1 TUE.	10.00P	60	NBC	N									

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WALTONS					11	192		97		A	9.7	20	755
1 THU.	8.00P	60	CBS	GD						B	11.4	23	887
WKRP IN CINCINNATI					8	183	193	97	99	A	14.4	28	1120
1 MON.	8.33P	30	CBS	CS						B	13.3	27	1035
2 MON.	8.00P	30											
WRLD-CUCKOO,CRAZY ANIMALS(S)							186		97	A	10.6	21	825
2 WED.	8.00P	60	CBS	GV									
•LATE FRINGE													
ABC NEWS:NIGHTLINE					125	191	190	97	98	A	7.1	20	552
1 M-F	11.30P	30	ABC	N						B	7.4	22	576
2 M-TH	11.30P	30											
ABC NEWS:NIGHTLINE-FRI(B)							183		93	A	4.1	13	319
2 FRI.	12.00M	30	ABC	N									
ABC WEEKEND REPORT-SAT.					41	173	172	93	93	A	5.7	13	443
SAT.	11.00P	15	ABC	N						B	7.5	16	584
ABC WEEKEND REPORT-SUN.					42	171	167	93	93	A	4.5	10	350
SUN.	11.00P	15	ABC	N						B	5.1	12	397
CBS NEWS SPEC. RPT. 5AM(S)						185		99		A	2.2	21	171
1 TUE.	5.00A	60	CBS	N									
CBS NEWS SPEC.RPT 11.30P(S)						183		96		A	7.1	20	552

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
ROYAL WEDDING PREVIEW(S)						206		99		A	17.5	32	1362
1 TUE.	8.00P	60	ABC	N									
ROYAL WEDDING REVIEW-NBC(S)						204		99		A	14.7	26	1144
1 WED.	10.00P	60	NBC	N									
SEIZURE:STRY KATHY MORRIS(S)							190		99	A	14.8	27	1151
2 TUE.	9.00P	120	CBS	GD									
60 MINUTES					44	206	200	99	99	A	18.1	39	1408
SUN.	7.00P	60	CBS	DN						B	24.6	42	1914
STEVE ALLEN COMEDY HR(S)						181		96		A	10.6	22	825
1 FRI.	10.00P	60	NBC	CV									
STEVE ALLEN COMEDY HOUR(S)							189		97	A	9.8	20	762
2 SAT.	9.00P	60	NBC	CV									
TAXI					25	201	201	98	98	A	15.8	28	1229
THU.	9.30P	30	ABC	CS						B	16.7	28	1299
THOSE AMAZING ANIMALS					29	190	180	97	96	A	6.2	14	482
SUN.	7.00P	60	ABC	PV						B	12.5	20	973
THREE'S COMPANY					35	207	207	99	99	A	19.2	34	1494
TUE.	9.00P	30	ABC	CS						B	21.0	33	1634
TIM CONWAY SHOW					7		181		98	A	13.5	25	1050
2 MON.	8.30P	30	CBS	CV						B	13.7	26	1066
TRAPPER JOHN, M.D.					28	192	186	99	99	A	18.6	33	1447
SUN.	10.00P	60	CBS	GD						B	19.9	33	1548
20/20					39	197	200	99	99	A	16.6	31	1291
THU.	10.00P	60	ABC	DN						B	17.2	30	1338

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
1 TUE.	11.30P	33	CBS	N									
CBS REPORTS-MON.(S)							167		91	A	5.2	19	405
2 MON.	11.30P	67	CBS	DN									
CBS REPORTS-TUE.(S)							166		91	A	5.3	17	412
2 TUE.	11.30P	66	CBS	DN									
CBS REPORTS-WED(S)							166		91	A	5.2	17	405
2 WED.	11.30P	66	CBS	DN									
CBS REPORTS-THU. 2(S)							166		91	A	4.8	15	373
2 THU.	11.30P	67	CBS	DN									
CBS REPORTS-FRI.(S)							164		90	A	6.1	18	475
2 FRI.	11.30P	65	CBS	DN									
CBS SUNDAY NEWS-OSGOOD					44	129	128	71	71	A	6.7	14	521
SUN.	11.00P	15	CBS	N						B	7.7	16	599
CHARLIE'S ANGELS-12.00					28	173	172	94	94	A	5.1	21	397
THU.	12.00M	68	ABC	PD						B	4.2	19	327
CHARLIE'S ANGELS SPECIAL(S)						168		93		A	4.6	19	358
1 TUE.	12.00M	68	ABC	FF									
FANTASY ISLAND-12.00					27	167	167	94	94	A	3.3	15	257
MON.	12.00M	68	ABC	A						B	3.4	16	265
FRIDAYS					13	183		97		A	4.6	17	358
1 FRI.	12.00M	72	ABC	GV						B	5.7	22	443
GOOD MORNING, AMERICA-5AM(S)						170		96		A	2.1	20	163
1 TUE.	5.00A	50	ABC	N									
LATE MOVIE I					187	159		88		A	5.6	20	436
CONT'D													

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D									
LATE MOVIE I-CONT'D									
1 MON. 11.33P 71 CBS FF						B	6.3	22	490
1 TUE. 12.03A 72									
1 WED. 11.30P 74									
1 TH & F 11.30P 73									
LATE MOVIE II	185	159	158	88	88	A	3.5	21	272
1 MON. 12.44A 40 CBS FF						B	4.3	25	335
1 TUE. 1.15A 45									
1 WED. 12.44A 42									
1 THU. 12.43A 44									
1 FRI. 12.43A 43									
2 MON. 12.37A 70									
2 TUE. 12.36A 70									
2 WED. 12.36A 97									
2 THU. 12.37A 127									
2 FRI. 12.35A 124									
LOVE BOAT-12.00	29	173	173	95	95	A	5.7	25	443
WED. 12.00M 69 ABC CS						B	4.8	22	373
NBC LATE NIGHT MOVIE	36	68	70	46	46	A	1.7	8	132
1 SUN. 11.30P 75 NBC FF						B	2.1	9	163
2 SUN. 12.30A 72									
PGA CHAMPIONSHIP-FRI(S)			190		98	A	5.0	13	389
1 M-F 10.30A 30 CBS CS						B	6.2	29	482
2 MON. 10.30A 27									
2 TUWF 10.30A 30									
ALL MY CHILDREN	206	198	200	99	99	A	9.7	33	755
1 M-F 1.00P 60 ABC DD						B	9.0	33	700
2 MON. 1.00P 31									
& 1.37P 23									
2 TU-F 1.00P 60									
ANOTHER WORLD	204	204	204	98	98	A	4.4	15	342
M-F 2.00P 60 NBC DD						B	5.0	18	389
AS THE WORLD TURNS	40	194	194	99	99	A	7.2	24	560
M-F 1.30P 60 CBS DD						B	6.7	24	521
BLOCKBUSTERS	186	148	148	85	85	A	3.7	15	288
1 MTUTHF 10.30A 30 NBC QG						B	3.7	17	288
2 MON. 10.30A 27									
2 TU-F 10.30A 30									
CAPTAIN KANGAROO	200	175	175	97	97	A	2.4	13	187
1 MTUTHF 8.00A 60 CBS C						B	2.7	14	210
2 M-F 8.00A 60									
CARD SHARKS	206	133	134	69	69	A	2.7	10	210
M-F 12.00N 30 NBC QG						B	3.0	12	233

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 FRI. 11.30P 30 ABC SE									
ROYAL WEDDING II-PT.1(S)		199		99		A	4.8	44	373
1 TUE. 5.00A 60 NBC N									
SATURDAY NIGHT	41	198	193	98	96	A	8.7	28	677
1 SAT. 11.30P 79 NBC GV						B	9.4	29	731
2 SAT. 11.30P 80									
SCTV NETWORK/90	10	195	194	98	97	A	4.3	21	335
FRI. 12.30A 90 NBC GV						B	3.5	18	272
TOMORROW COAST TO COAST-1	164	191	191	97	97	A	3.6	17	280
M-TH 12.30A 30 NBC CC						B	3.8	19	296
TOMORROW COAST TO COAST-2	164	192	192	97	97	A	2.3	15	179
1 MWTH 1.00A 45 NBC CC						B	2.5	18	195
1 TUE. 1.00A 47									
2 M-TH 1.00A 45									
TONIGHT SHOW	207	211	211	99	99	A	7.8	25	607
M-F 11.30P 60 NBC GV						B	7.4	24	576
TUESDAY MOVIE-WEEK-PART 1	26		161		87	A	2.9	13	226
2 TUE. 12.00M 71 ABC FF						B	4.1	19	319
TUESDAY MOVIE-WEEK-PART 2	26		161		87	A	2.2	15	171
2 TUE. 1.11A 15 ABC FF						B	3.5	23	272
•WEEKDAY DAYTIME									
ABC DAYTIME NEWSBRIEF-M-F	207	175	174	93	93	A	9.3	31	724
M-F 1.57P 2 ABC N						B	8.5	30	661
ALICE-M-F	194	166	168	91	92	A	7.7	31	599
CBS NEWS SPEC. RPT. 6AM(S)		187		99		A	6.2	24	482
1 WED. 6.00A 240 CBS N									
CBS NEWS SPEC. RPT. 11AM(S)		189		98		A	5.4	17	420
1 WED. 11.00A 43 CBS N									
DAYS OF OUR LIVES	206	205	207	99	99	A	5.4	18	420
M-F 1.00P 60 NBC DD						B	5.6	20	436
DOCTORS	205	177	180	88	88	A	3.5	13	272
M-F 12.30P 30 NBC DD						B	3.7	15	288
EDGE OF NIGHT	193	156	154	82	81	A	5.4	19	420
1 MTUTHF 4.00P 30 ABC DD						B	4.9	16	381
2 M-F 4.00P 30									
EDGE OF NIGHT-WED(B)		135		60		A	4.7	15	366
1 WED. 4.00P 30 ABC DD									
FAMILY FEUD	207	175	181	89	91	A	8.2	30	638
M-F 12.00N 30 ABC QP						B	6.6	26	513
GENERAL HOSPITAL	200	200	200	99	99	A	11.9	40	926
M-F 3.00P 60 ABC DD						B	11.4	37	887
GOOD MORNING, AMERICA-730	208	200	203	99	99	A	4.5	30	350
1 MTUTHF 7.30A 30 ABC N						B	4.8	27	373
1 WED. 7.20A 40									
2 M-F 7.30A 30									
GOOD MORNING, AMERICA-830	209	200	201	98	98	A	5.3	26	412
1 MTUTHF 8.30A 30 ABC N						B	5.7	28	443
1 WED. 8.33A 27									
2 M-F 8.30A 30									

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	WK 2	PROGRAM COVERAGE WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D									
GOOD MORNING, AMERICA-9AM(S)		196		99		A	7.2	25	560
1 WED. 9.00A 60 ABC N									
GOOD MORNING, AMERICA-10A(S)		185		98		A	8.3	27	646
1 WED. 10.00A 60 ABC N									
GUIDING LIGHT	203	195	195	99	99	A	7.5	25	584
M-F 3.00P 60 CBS DD						B	7.9	26	615
JEFFERSONS M-F	194	150	153	85	86	A	6.1	26	475
1 M-F 10.00A 30 CBS CS						B	5.2	25	405
2 MTUWF 10.00A 30									
LAS VEGAS GAMBIT	185	133	131	78	77	A	3.0	13	233
1 MTUTHF 10.00A 30 NBC QG						B	3.1	15	241
2 M-F 10.00A 30									
MAGAZINE(S)			176		93	A	4.2	18	327
2 THU. 10.00A 60 CBS DN									
MORNING-CHARLES KURALT	112	187	187	99	99	A	2.2	19	171
1 MTUTHF 7.00A 60 CBS N						B	2.7	18	210
2 M-F 7.00A 60									
NEWSBREAK-11.57	205	161	162	89	89	A	6.0	22	467
M-F 11.57A 2 CBS N						B	6.4	27	498

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	WK 2	PROGRAM COVERAGE WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
TEXAS	205	191	193	93	93	A	3.5	12	272
M-F 3.00P 60 NBC DD						B	4.5	15	350
THREE'S COMPANY DAYTIME	35	176	179	93	93	A	10.7	42	832
1 MTUTHF 11.00A 60 ABC CS						B	9.2	37	716
1 WED. 11.47A 13									
2 MON. 11.11A 49									
2 TUTHF 11.00A 60									
2 WED. 11.07A 53									
TODAY ROYAL WEDDING-PT.1(S)		207		99		A	9.6	36	747
1 WED. 8.00A 30 NBC N									
TODAY ROYAL WEDDING-PT.2(S)		208		99		A	8.8	29	685
1 WED. 9.00A 180 NBC N									
TODAY SHOW-7.30AM	210	211	213	99	99	A	4.2	30	327
1 MTUTHF 7.30A 30 NBC N						B	4.8	27	373
1 WED. 7.38A 22									
2 M-F 7.30A 30									
TODAY SHOW-8.30AM	209	209	210	99	99	A	5.2	25	405
M-F 8.30A 30 NBC N						B	5.6	27	436
WHEEL OF FORTUNE	206	191	191	94	94	A	4.4	18	342
1 MTUTHF 11.00A 30 NBC QG						B	4.8	22	373
2 MON. 11.12A 18									

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	WK 2	PROGRAM COVERAGE WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
NEWSBREAK-3.57	203	176	176	94	94	A	5.9	19	459
M-F 3.57P 2 CBS N						B	6.3	20	490
ONE DAY AT A TIME-M-F	185	129	131	71	73	A	4.7	16	366
1 M-F 4.00P 30 CBS CS						B	4.4	14	342
2 MWTHF 4.00P 30									
ONE LIFE TO LIVE	202	199	199	99	99	A	9.9	34	770
M-F 2.00P 60 ABC DD						B	9.0	32	700
PASSWORD PLUS	200	185	185	92	92	A	4.1	16	319
1 MTUTHF 11.30A 30 NBC QG						B	4.4	19	342
2 M-F 11.30A 30									
PRICE IS RIGHT 1	205	192	191	96	96	A	5.9	24	459
1 MTUTHF 11.00A 30 CBS AP						B	6.2	29	482
2 MON. 11.11A 19									
2 TU-F 11.00A 30									
PRICE IS RIGHT 2	206	189	191	95	96	A	6.8	26	529
1 MTUTHF 11.30A 30 CBS AP						B	7.2	31	560
1 WED. 11.43A 17									
2 M-F 11.30A 30									
RAZZMATAZZ(S)			172		92	A	4.6	15	358
2 TUE. 4.00P 30 CBS CN									
ROYAL WEDDING II-PT.2(S)		204		99		A	8.9	43	692
1 WED. 6.00A 98 NBC N									
RYAN'S HOPE	207	183	183	96	96	A	7.7	28	599
M-F 12.30P 30 ABC DD						B	6.8	27	529
SEARCH FOR TOMORROW	39	188	188	97	97	A	6.6	23	513
M-F 2.30P 30 CBS DD						B	6.3	23	490

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	WK 2	PROGRAM COVERAGE WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
2 TU-F 11.00A 30									
YOUNG AND THE RESTLESS	40	193	195	99	99	A	7.9	29	615
M-F 12.30P 60 CBS DD						B	7.7	29	599
•WEEKEND DAYTIME									
ABC WEEKEND SPECIALS	35	187	187	96	97	A	5.4	24	420
SAT. 12.00N 30 ABC FV						B	5.6	22	436
ABC WIDE WORLD-SPORTS SAT	32	205	205	99	99	A	9.0	28	700
1 SAT. 3.30P 198 ABC SA						B	9.6	24	747
2 SAT. 5.00P 90									
ALL NEW POPEYE HOUR 1	7	196	196	97	97	A	6.3	30	490
SAT. 10.00A 30 CBS CA						B	5.5	26	428
ALL NEW POPEYE HOUR 2	7	197	197	98	98	A	6.5	30	506
SAT. 10.30A 30 CBS CA						B	6.0	28	467
AMERICAN BANDSTAND '81	35	175	168	90	89	A	4.4	19	342
SAT. 12.30P 60 ABC PC						B	4.7	18	366
ANIMALS, ANIMALS, ANIMALS	37	135	134	86	86	A	2.0	9	156
SUN. 11.30A 30 ABC CL						B	2.5	10	195
ASK NBC NEWS-8:58AM	44	192	189	96	96	A	2.5	20	195
SAT. 8.58A 2 NBC CN						B	3.5	20	272
ASK NBC NEWS-10:58AM	43	198	198	97	97	A	4.4	20	342
SAT. 10.58A 2 NBC CN						B	5.3	22	412
ASK NBC NEWS-11:58AM	43	197	193	96	95	A	4.6	21	358
SAT. 11.58A 2 NBC CN						B	5.4	22	420

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D									
ASK NBC NEWS-9:58AM	42	202	202	98	98	A	3.6	18	280
SAT. 9.58A 2 NBC CN						B	4.5	19	350
BATMAN & SUPER 7 I	10	202	202	98	98	A	3.8	20	296
SAT. 9.30A 30 NBC CA						B	3.6	19	280
BATMAN & SUPER 7 II	10	202	202	98	98	A	3.9	18	303
SAT. 10.00A 30 NBC CA						B	4.1	20	319
BUGS BUNNY/ROAD RUNNER 1	21	201	203	99	99	A	3.7	30	288
SAT. 8.30A 30 CBS CA						B	4.7	29	366
BUGS BUNNY/ROAD RUNNER 2	21	201	203	99	99	A	5.7	35	443
SAT. 9.00A 30 CBS CA						B	6.5	34	506
BUGS BUNNY/ROAD RUNNER 3	21	203	203	99	99	A	6.5	33	506
SAT. 9.30A 30 CBS CA						B	7.2	33	560
CANADIAN OPEN GOLF-SAT.(S)		161		90		A	2.8	10	218
1 SAT. 3.30P 60 CBS SE									
CANADIAN OPEN GOLF-SUN.(S)		187		98		A	5.3	18	412
1 SUN. 2.00P 120 CBS SE									
CBS SPORTS SATURDAY	14	165	163	90	87	A	4.5	14	350
1 SAT. 4.30P 90 CBS SA						B	4.9	16	381
2 SAT. 4.48P 72									
GREATEST SUPERFRIENDS-2	38	176	174	92	92	A	3.0	26	233
SAT. 8.30A 30 ABC CA						B	4.8	28	373
HEATHCLIFF & DINGBAT	42	195	194	99	98	A	5.7	26	443
SAT. 11.00A 30 ABC CA						B	6.4	27	498
HONG KONG PHOOEY	10	197	193	96	95	A	4.6	21	358
SAT. 11.30A 30 NBC CA						B	4.4	20	342
IN THE NEWS- 8.26AM	21	190	191	97	97	A	2.6	26	202
SAT. 8.26A 3 CBS CN						B	3.4	25	265
IN THE NEWS- 8.56AM	21	201	203	99	99	A	4.3	33	335
SAT. 8.56A 3 CBS CN						B	5.2	30	405
IN THE NEWS- 9.26AM	21	201	203	99	99	A	6.4	37	498
SAT. 9.26A 3 CBS CN						B	7.1	36	552
IN THE NEWS-10.26AM	21	196	196	97	97	A	6.7	31	521
SAT. 10.26A 3 CBS CN						B	6.1	27	475
IN THE NEWS-11.56AM	21	193	191	98	98	A	5.3	24	412
SAT. 11.56A 3 CBS CN						B	5.7	25	443
IN THE NEWS-12.26PM	21	184	188	98	98	A	4.7	20	366
SAT. 12.26P 3 CBS CN						B	5.3	22	412
IN THE NEWS-12.56PM	21	171	173	92	92	A	4.6	19	358

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
CBS SPORTS SUNDAY	13	168	172	93	92	A	7.4	22	576
1 SUN. 4.00P 120 CBS SA						B	6.4	21	498
2 SUN. 4.39P 81									
DAFFY DUCK SHOW	43	198	198	97	97	A	4.2	19	327
SAT. 10.30A 30 NBC CA						B	5.3	22	412
DEAR ALEX & ANNIE-11.55AM	40	186	185	96	96	A	4.8	22	373
SAT. 11.55A 4 ABC CN						B	5.3	22	412
DEAR ALEX & ANNIE-11.26AM	44	127	128	82	83	A	2.5	11	195
SUN. 11.26A 3 ABC CN						B	3.3	14	257
DRAK PACK	21	171	173	92	92	A	5.0	22	389
SAT. 12.30P 30 CBS CA						B	5.4	22	420
FACE THE NATION	44	185	181	99	98	A	3.9	18	303
SUN. 11.30A 30 CBS CC						B	3.7	15	288
FLINTSTONES	10	166	151	85	75	A	3.2	14	249
SAT. 12.30P 30 NBC CA						B	3.1	13	241
FLINTSTONE'S COMEDY SHW 1	11	192	190	96	96	A	1.4	17	109
SAT. 8.00A 30 NBC CA						B	1.5	17	117
FLINTSTONE'S COMEDY SHW 2	11	192	189	96	96	A	2.2	19	171
SAT. 8.30A 30 NBC CA						B	2.4	19	187
FONZ/HAPPY DAYS GANG	37	193	191	99	99	A	4.3	26	335
SAT. 9.00A 30 ABC CA						B	6.2	31	482
GODZILLA	10	201	200	99	99	A	3.5	23	272
SAT. 9.00A 30 NBC CA						B	3.3	21	257
GREATEST SUPERFRIENDS-1	38	176	174	92	92	A	2.2	27	171
SAT. 8.00A 30 ABC CA						B	3.4	26	265
SAT. 12.56P 3 CBS CN						B	5.2	21	405
IN THE NEWS- 1.26PM	21	170	165	92	91	A	4.4	19	342
SAT. 1.26P 3 CBS CN						B	4.7	19	366
IN THE NEWS-8.26AM-SUN	9	48		31		A	.5	8	39
1 SUN. 8.26A 3 CBS CN						B	.7	7	54
IN THE NEWS-10.56AM	21	197	197	98	98	A	6.2	29	482
SAT. 10.56A 3 CBS CN						B	5.6	24	436
IN THE NEWS-11.26AM	21	193	191	98	98	A	5.9	27	459
SAT. 11.26A 3 CBS CN						B	5.7	25	443
ISSUES AND ANSWERS	40	189	183	98	97	A	3.0	12	233
SUN. 12.00N 30 ABC CC						B	3.7	14	288
JASON OF STAR COMMAND	21	170	165	92	91	A	4.6	20	358
SAT. 1.00P 30 CBS CL						B	5.0	20	389
JETSONS	10	198	195	97	97	A	4.6	21	358
SAT. 11.00A 30 NBC CA						B	4.7	21	366
JONNY QUEST	41	169	156	86	77	A	3.7	16	288
SAT. 12.00N 30 NBC CA						B	4.4	17	342
KIDS ARE PEOPLE TOO I	44	127	128	82	83	A	2.3	12	179
1 SUN. 10.30A 34 ABC CL						B	2.9	13	226
2 SUN. 10.30A 36									
KIDS ARE PEOPLE TOO II	43	127	128	82	83	A	2.4	11	187
1 SUN. 11.04A 26 ABC CL						B	3.3	14	257
2 SUN. 11.06A 24									
MEET THE PRESS	44	200	199	98	97	A	4.3	18	335
SUN. 12.30P 30 NBC CC						B	4.1	16	319

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WEEKEND DAYTIME CONT'D

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
NAT'L LONG DRIVING CHAMP(S)	2	SUN.	3.00P	30	ABC	SE			188		91	A	4.5	15	350
NATIONAL SPORTS FESTIVAL(S)	1	SUN.	4.00P	120	ABC	SE		198		98		A	6.3	19	490
NBC SPORTS-SUMMER SEASON	1	SAT.	3.00P	180	NBC	SA	7	196	204	93	96	A	4.6	17	358
	2	SAT.	2.00P	180								B	5.3	20	412
NEW FAT ALBERT SHOW		SAT.	12.00N	30	CBS	CA	21	184	188	98	98	A	4.9	21	381
												B	5.5	23	428
PGA CHAMPIONSHIP-SAT(S)	2	SAT.	3.00P	120	ABC	SE			200		99	A	4.8	17	373
PGA CHAMPIONSHIP-SUN(S)	2	SUN.	3.30P	210	ABC	SE			205		99	A	6.1	17	475
PLASTICMAN/BABY PLAS SHOW		SAT.	11.30A	30	ABC	CA	42	186	185	96	96	A	5.3	25	412
												B	5.8	25	451
RICHIE RICH		SAT.	9.30A	30	ABC	CA	37	194	192	99	99	A	6.2	32	482
												B	7.2	31	560
SCHOOLHOUSE ROCK-8.26AM		SAT.	8.26A	3	ABC	CN	38	176	174	92	92	A	2.4	26	187
												B	4.0	28	311
TIME OUT-10:28AM		SAT.	10.28A	2	NBC	CN	43	202	202	98	98	A	4.0	19	311
												B	4.6	19	358
TIME OUT-11:28AM		SAT.	11.28A	2	NBC	CN	43	198	195	97	97	A	4.6	21	358
												B	5.1	21	397
TIME OUT-12:28PM		SAT.	12.28P	2	NBC	CN	42	169	156	86	77	A	3.1	14	241
												B	4.0	15	311
TOM AND JERRY		SAT.	8.00A	30	CBS	CA	21	190	191	97	97	A	2.2	24	171
												B	3.0	24	233
US CLAY COURT TENNIS-SAT(S)	2	SAT.	3.00P	108	CBS	SE			167		93	A	3.2	11	249
US CLAY COURT TENNIS-SUN.(S)	2	SUN.	2.00P	159	CBS	SE			184		97	A	4.1	13	319

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
SCHOOLHOUSE ROCK-10.26AM		SAT.	10.26A	3	ABC	CN	42	193	192	98	99	A	6.3	29	490
												B	7.4	30	576
SCHOOLHOUSE ROCK-10.56AM		SAT.	10.56A	3	ABC	CN	37	194	193	99	98	A	5.6	26	436
												B	6.9	28	537
SCHOOLHOUSE ROCK-11.55AM		SUN.	11.55A	4	ABC	CN	38	135	134	86	86	A	2.2	9	171
												B	2.8	11	218
SCOOBY & SCRAPPY DOO		SAT.	10.00A	30	ABC	CA	37	193	192	98	99	A	7.1	33	552
												B	8.1	33	630
SPORTSWORLD		SUN.	4.00P	90	NBC	SE	28	196	191	97	94	A	8.1	24	630
												B	6.6	18	513
SUNDAY MORNING		SUN.	9.00A	90	CBS	N	44	144	143	88	88	A	3.9	25	303
												B	4.3	23	335
TARZAN/LONE RANGER-1		SAT.	11.00A	30	CBS	CA	7	193	191	98	98	A	6.1	28	475
												B	5.9	26	459
TARZAN/LONE RANGER-2		SAT.	11.30A	30	CBS	CA	7	193	191	98	98	A	5.7	26	443
												B	6.1	27	475
30 MINUTES		SAT.	1.30P	30	CBS	DN	21	178	174	94	93	A	4.1	17	319
												B	4.0	16	311
THUNDARR-THE BARBARIAN		SAT.	10.30A	30	ABC	CA	42	194	193	99	98	A	6.0	28	467
												B	7.2	29	560
TIME OUT-8:28AM		SAT.	8.28A	2	NBC	CN	44	192	190	96	96	A	2.2	24	171
												B	3.1	24	241
TIME OUT-9:28AM		SAT.	9.28A	2	NBC	CN	43	201	200	99	99	A	3.6	22	280
												B	4.3	21	335

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)									19,450 25.0							
Program					REAGANS ADDRESS-ABC (SUS)		DEMOCRATIC REPLY (SUS)		← ABC MONDAY NIGHT MOVIE → YOU LIGHT UP MY LIFE(R) (9:00-10:55PM) (OP)(SUS-OP)							
AVERAGE AUDIENCE (Households (000) & %)									9,960 12.8	11.0*		12.7*		13.2*		14.5*
SHARE OF AUDIENCE %									23	19 *		21 *		23 *		27 *
AVG. AUD. BY ¼ HR. %									11.2	10.8	12.4	13.0	13.6	12.9	14.9	13.9
CBS TV TOTAL AUDIENCE (Households (000) & %)							13,380 17.2		16,100 20.7		14,940 19.2		18,750 24.1			
Program					REAGAN ADDRESS-CBS (8:00-8:33PM) (SUS)		WKRP IN CINCINNATI (R)(8:33-9:03PM) (→OP)		M*A*S*H (R)(9:03-9:33PM) (→OP)(OP)		HOUSE CALLS (R)(9:33-10:03PM) (→OP)(OP)		← LOU GRANT → (R)(10:03-11:03PM) (→OP)(OP)			
AVERAGE AUDIENCE (Households (000) & %)							11,440 14.7		14,160 18.2		13,150 16.9		13,770 17.7	15.8*		19.2*
SHARE OF AUDIENCE %							28		32		29		32	27 *		35 *
AVG. AUD. BY ¼ HR. %							13.9	14.9	17.2	19.0	16.1	17.4	15.8	15.9	18.6	19.8
NBC TV TOTAL AUDIENCE (Households (000) & %)							17,970 23.1									
Program					REAGAN ADDRESS-NBC (SUS)		← LITTLE HOUSE-PRAIRIE → (R)(OP)(SUS-OP)									DEMOCRATIC RESPONSE-NBC (SUS)
AVERAGE AUDIENCE (Households (000) & %)							9,260 11.9	10.6*		11.4*		11.7*		14.1*		
SHARE OF AUDIENCE %							21	20 *		20 *		20 *		24 *		
AVG. AUD. BY ¼ HR. %							10.2	11.0	11.3	11.4	11.7	11.6	13.9	14.2		

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					9,260 11.9		8,710 11.2		18,210 23.4							
Program					BULBA		I LOVE HER ANYWAY		← ABC MONDAY NIGHT MOVIE → THE DOVE(OP)							
AVERAGE AUDIENCE (Households (000) & %)					7,240 9.3		7,550 9.7		10,890 14.0	11.5*		13.8*		15.2*		15.4*
SHARE OF AUDIENCE %					18		18		25	20 *		24 *		28 *		29 *
AVG. AUD. BY ¼ HR. %					9.7	8.9	9.0	10.5	10.9	12.1	13.6	14.1	15.3	15.1	15.5	15.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					12,990 16.7		11,980 15.4		16,260 20.9		13,930 17.9		16,730 21.5			
Program					WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		← LOU GRANT → (R)			
AVERAGE AUDIENCE (Households (000) & %)					10,890 14.0		10,500 13.5		13,850 17.8		12,210 15.7		13,070 16.8	17.0*		16.7*
SHARE OF AUDIENCE %					28		25		32		27		31	31 *		31 *
AVG. AUD. BY ¼ HR. %					13.5	14.4	13.4	13.5	17.0	18.7	15.6	15.9	16.8	17.2	16.9	16.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					18,670 24.0								11,980 15.4			
Program					← LITTLE HOUSE-PRAIRIE → (R)(OP)(SUS-OP)								← FLAMINGO ROAD → (R)			
AVERAGE AUDIENCE (Households (000) & %)					11,050 14.2	11.9*		14.6*		15.2*		14.9*	9,260 11.9	11.7*		12.1*
SHARE OF AUDIENCE %					26	23 *		27 *		27 *		26 *	22	21 *		23 *
AVG. AUD. BY ¼ HR. %					10.8	13.0	14.2	15.0	15.7	14.7	15.0	14.9	11.8	11.6	12.0	12.1

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	47.7	48.4	47.5	48.6	48.5	51.2	52.0	53.9	55.8	57.6	58.5	59.6	57.5	55.9	53.8	51.2
	WK. 2	50.4	50.5	49.7	50.2	49.9	51.5	52.4	53.8	55.6	56.5	56.9	57.5	54.7	54.7	53.9	52.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JULY 28, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV — TOTAL AUDIENCE (Households (000))					18,670				16,340		16,100		20,770			
TOTAL AUDIENCE (%)					24.0				21.0		20.7		26.7			
Program					ROYAL WEDDING PREVIEW				THREE'S COMPANY (R)		IT'S A LIVING (R)(OP)		HART TO HART (R)			
AVERAGE AUDIENCE (Households (000))					13,620				14,320		14,160		14,550			
AVERAGE AUDIENCE (%)					17.5	16.8*		18.2*	18.4		18.2		18.7	16.6*		20.8*
SHARE OF AUDIENCE %					32	32 *		33 *	32		31		35	30 *		40 *
AVG. AUD. BY ¼ HR. %					16.5	17.2	18.3	18.1	17.7	19.1	17.7	18.8	16.7	16.4	20.4	21.1
CBS TV — TOTAL AUDIENCE (Households (000))					9,260		18,670									
TOTAL AUDIENCE (%)					11.9		24.0									
Program					CRONKITE'S UNIVERSE		CBS TUESDAY NIGHT MOVIES STUNT SEVEN(R)(OP)								DEMOCRATIC REBUTTAL (SUS)	
AVERAGE AUDIENCE (Households (000))					7,860		10,190									
AVERAGE AUDIENCE (%)					10.1		13.1	8.8*		12.6*		14.5*		16.3*		
SHARE OF AUDIENCE %					19		23	16 *		22 *		25 *		29 *		
AVG. AUD. BY ¼ HR. %					10.2	10.0	8.3	9.3	12.4	12.9	14.3	14.7	16.2	16.5		
NBC TV — TOTAL AUDIENCE (Households (000))					13,770				13,690				14,860			
TOTAL AUDIENCE (%)					17.7				17.6				19.1			
Program					LOBO (R)(OP)				HILL STREET BLUES (R)(OP)				ROYAL WEDDING PRE-NBC			
AVERAGE AUDIENCE (Households (000))					9,650				9,490				10,890			
AVERAGE AUDIENCE (%)					12.4	11.4*		13.5*	12.2	12.1*		12.3*	14.0	13.2*		14.8*
SHARE OF AUDIENCE %					23	21 *		24 *	21	21 *		21 *	26	24 *		28 *
AVG. AUD. BY ¼ HR. %					10.7	12.2	13.1	13.8	12.2	12.0	12.3	12.4	13.1	13.3	15.4	14.3

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV — TOTAL AUDIENCE (Households (000))					14,860		14,160		17,580		16,420		19,060			
TOTAL AUDIENCE (%)					19.1		18.2		22.6		21.1		24.5			
Program					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		IT'S A LIVING (OP)		HART TO HART (R)			
AVERAGE AUDIENCE (Households (000))					12,760		12,450		15,560		14,550		15,090			
AVERAGE AUDIENCE (%)					16.4		16.0		20.0		18.7		19.4	19.3*		19.4*
SHARE OF AUDIENCE %					34		32		36		33		35	34 *		36 *
AVG. AUD. BY ¼ HR. %					15.5	17.4	15.6	16.4	19.1	20.9	18.6	18.8	19.2	19.5	19.6	19.2
CBS TV — TOTAL AUDIENCE (Households (000))					9,100		9,020		17,660							
TOTAL AUDIENCE (%)					11.7		11.6		22.7							
Program					CRONKITE'S UNIVERSE		ALL LIVED HAPPILY-AFTER (OP)		SEIZURE:STRY KATHY MORRIS (R)							
AVERAGE AUDIENCE (Households (000))					7,860		7,550		11,510							
AVERAGE AUDIENCE (%)					10.1		9.7		14.8	12.2*		14.4*		16.5*		16.2*
SHARE OF AUDIENCE %					21		19		27	22 *		25 *		29 *		30 *
AVG. AUD. BY ¼ HR. %					10.1	10.0	9.4	10.1	11.6	12.7	14.1	14.7	16.5	16.5	16.6	15.8
NBC TV — TOTAL AUDIENCE (Households (000))					11,750				12,990				10,890			
TOTAL AUDIENCE (%)					15.1				16.7				14.0			
Program					LOBO (R)(OP)				HILL STREET BLUES (R)(OP)				NERO WOLFE (R)			
AVERAGE AUDIENCE (Households (000))					8,640				9,260				8,870			
AVERAGE AUDIENCE (%)					11.1	10.3*		11.9*	11.9	11.4*		12.3*	11.4	11.3*		11.4*
SHARE OF AUDIENCE %					23	22 *		24 *	21	21 *		22 *	21	20 *		21 *
AVG. AUD. BY ¼ HR. %					9.9	10.7	11.8	12.0	11.3	11.5	12.1	12.6	11.3	11.4	11.3	11.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	48.7	49.0	49.3	51.0	52.2	54.4	55.2	56.9	56.4	57.5	58.1	58.4	55.9	55.5	53.4	50.9
WK. 2	47.2	46.7	45.7	47.4	46.6	48.9	49.6	51.1	54.0	56.1	56.7	57.4	56.2	55.8	55.1	53.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.TUE. AUG.4, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))					12,990				14,160				12,840			
	TOTAL AUDIENCE (%)					16.7				18.2				16.5			
	Program					CHARLIE'S ANGELS (R)				CHARLES AND DIANA-WEDDING (OP)				DYNASTY (R)			
	AVERAGE AUDIENCE (Households (000))					8,790				9,880				9,260			
	AVERAGE AUDIENCE (%)					11.3	10.9*		11.8*	12.7	11.7*		13.8*	11.9	11.8*		12.0*
	SHARE OF AUDIENCE %					21	21 *		21 *	22	20 *		23 *	21	21 *		22 *
	AVG. AUD. BY ¼ HR. %					10.6	11.1	11.4	12.2	11.5	11.8	13.4	14.1	11.9	11.7	11.7	12.4
CBS TV	TOTAL AUDIENCE (Households (000))					17,660				21,630							
	TOTAL AUDIENCE (%)					22.7				27.8							
	Program					CBS NEWS SPEC. RPT. 8PM (OP)				CBS WEDNESDAY NIGHT MOVIE CHAMPIONS:A LOVE STORY(R)							
	AVERAGE AUDIENCE (Households (000))					12,840				12,680							
	AVERAGE AUDIENCE (%)					16.5	15.9*		17.1*	16.3	14.2*		14.6*		18.0*		18.3*
	SHARE OF AUDIENCE %					30	30 *		30 *	28	24 *		24 *		32 *		33 *
	AVG. AUD. BY ¼ HR. %					14.8	17.0	17.4	16.8	14.1	14.2	14.4	14.8	17.6	18.3	18.6	17.9
NBC TV	TOTAL AUDIENCE (Households (000))					15,020				15,720		16,180		16,340			
	TOTAL AUDIENCE (%)					19.3				20.2		20.8		21.0			
	Program					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(SUS-OP)		ROYAL WEDDING REVIEW-NBC			
	AVERAGE AUDIENCE (Households (000))					10,660				14,000		14,240		11,440			
	AVERAGE AUDIENCE (%)					13.7	13.4*		14.0*	18.0		18.3		14.7	14.6*		14.8*
	SHARE OF AUDIENCE %					25	25 *		25 *	31		31		26	26 *		27 *
	AVG. AUD. BY ¼ HR. %					13.4	13.4	13.9	14.1	17.0	19.0	18.7	18.0	14.8	14.5	14.9	14.7

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))					11,280				15,020							
	TOTAL AUDIENCE (%)					14.5				19.3							
	Program					CHARLIE'S ANGELS (R)				DYNASTY (R)(OP)							
	AVERAGE AUDIENCE (Households (000))					8,090				7,940							
	AVERAGE AUDIENCE (%)					10.4	9.5*		11.3*	10.2	8.6*		9.6*		11.4*		11.3*
	SHARE OF AUDIENCE %					21	20 *		22 *	18	16 *		17 *		20 *		21 *
	AVG. AUD. BY ¼ HR. %					9.3	9.7	11.1	11.5	8.5	8.7	9.2	10.0	11.5	11.2	11.3	11.3
CBS TV	TOTAL AUDIENCE (Households (000))					12,990				16,730							
	TOTAL AUDIENCE (%)					16.7				21.5							
	Program					WRLD-CUCKOO,CRAZY ANIMALS (OP)				CBS WEDNESDAY NIGHT MOVIE THE GOLDEN GATE MURDERS(R)							
	AVERAGE AUDIENCE (Households (000))					8,250				11,670							
	AVERAGE AUDIENCE (%)					10.6	10.5*		10.6*	15.0	12.9*		14.5*		16.3*		16.4*
	SHARE OF AUDIENCE %					21	22 *		20 *	27	24 *		25 *		29 *		30 *
	AVG. AUD. BY ¼ HR. %					10.5	10.6	10.5	10.8	12.6	13.2	14.3	14.7	16.0	16.6	16.6	16.2
NBC TV	TOTAL AUDIENCE (Households (000))					16,880				17,190		18,750		17,350			
	TOTAL AUDIENCE (%)					21.7				22.1		24.1		22.3			
	Program					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(SUS-OP)		QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000))					11,670				15,330		16,880		14,000			
	AVERAGE AUDIENCE (%)					15.0	14.0*		15.9*	19.7		21.7		18.0	18.1*		17.9*
	SHARE OF AUDIENCE %					30	29 *		30 *	36		37		32	32 *		33 *
	AVG. AUD. BY ¼ HR. %					13.4	14.7	15.4	16.5	18.8	20.6	21.5	22.0	17.9	18.4	18.1	17.7

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	50.4	50.8	50.0	51.2	51.9	53.8	56.0	56.5	57.4	58.6	59.7	59.6	57.4	55.9	55.6	53.9
	WK. 2	47.8	48.5	46.8	47.0	46.8	48.6	51.2	53.7	53.5	55.6	57.4	58.4	57.3	56.5	55.6	54.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JULY 30, 1981

WEEK 1

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))					11,440		13,380		13,460		14,390		19,680			
	TOTAL AUDIENCE (%)					14.7		17.2		17.3		18.5		25.3			
	Program					MORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)		20/20			
	AVERAGE AUDIENCE (Households (000))					9,650		11,130		11,750		13,070		14,700			
	AVERAGE AUDIENCE (%)					12.4		14.3		15.1		16.8		18.9	19.2*		18.6*
	SHARE OF AUDIENCE %					27		29		29		30		35	35 *		35 *
	AVG. AUD. BY ¼ HR. %					11.5	13.3	13.7	14.9	14.3	15.9	16.3	17.4	19.0	19.4	19.2	17.9
CBS TV	TOTAL AUDIENCE (Households (000))					10,190				14,860				13,230			
	TOTAL AUDIENCE (%)					13.1				19.1				17.0			
	Program					WALTONS (R)(OP)				MAGNUM, P.I. (R)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000))					7,550				11,200				10,040			
	AVERAGE AUDIENCE (%)					9.7	8.6*		10.8*	14.4	13.7*		15.1*	12.9	12.5*		13.4*
	SHARE OF AUDIENCE %					20	19 *		22 *	27	26 *		27 *	24	23 *		25 *
	AVG. AUD. BY ¼ HR. %					8.0	9.2	10.7	10.9	13.0	14.3	15.2	15.0	12.2	12.8	13.3	13.5
NBC TV	TOTAL AUDIENCE (Households (000))					11,750				15,330							
	TOTAL AUDIENCE (%)					15.1				19.7							
	Program					NBC MAGAZINE (R)(OP)				NBC THURSDAY NIGHT MOVIES CALIFORNIA GOLD RUSH(OP)							
	AVERAGE AUDIENCE (Households (000))					8,480				8,640							
	AVERAGE AUDIENCE (%)					10.9	10.6*		11.2*	11.1	10.4*		10.2*		12.0*		11.7*
	SHARE OF AUDIENCE %					23	23 *		23 *	21	20 *		18 *		22 *		22 *
	AVG. AUD. BY ¼ HR. %					10.6	10.6	11.1	11.3	10.4	10.5	10.3	10.0	11.9	12.1	11.9	11.6

WEEK 2

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000))					14,240		14,700		13,690		13,380		16,260			
	TOTAL AUDIENCE (%)					18.3		18.9		17.6		17.2		20.9			
	Program					MORK & MINDY (R)		BARNEY MILLER SPECIAL (R)		BARNEY MILLER (R)		TAXI (R)(OP)		20/20			
	AVERAGE AUDIENCE (Households (000))					12,060		12,840		11,900		11,510		11,130			
	AVERAGE AUDIENCE (%)					15.5		16.5		15.3		14.8		14.3	15.0*		13.5*
	SHARE OF AUDIENCE %					33		34		29		27		26	27 *		25 *
	AVG. AUD. BY ¼ HR. %					14.4	16.5	16.3	16.7	15.4	15.2	14.0	15.7	15.9	14.2	13.8	13.2
CBS TV	TOTAL AUDIENCE (Households (000))					9,100				14,240				14,320			
	TOTAL AUDIENCE (%)					11.7				18.3				18.4			
	Program					CBS REPORTS-THU. 1 WHAT'S GOOD FOR GENERAL MOTORS (OP)				MAGNUM, P.I. (R)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000))					5,450				10,660				10,580			
	AVERAGE AUDIENCE (%)					7.0	7.3*		6.7*	13.7	12.1*		15.3*	13.6	13.3*		13.9*
	SHARE OF AUDIENCE %					15	15 *		14 *	25	23 *		27 *	25	24 *		26 *
	AVG. AUD. BY ¼ HR. %					7.7	7.0	6.6	6.8	11.2	13.0	14.9	15.7	13.0	13.6	14.0	13.7
NBC TV	TOTAL AUDIENCE (Households (000))					11,980				16,800							
	TOTAL AUDIENCE (%)					15.4				21.6							
	Program					NBC MAGAZINE (R)(OP)				NBC THURSDAY NIGHT MOVIES THE SECRET WAR OF JACKIE'S GIRLS(OP)							
	AVERAGE AUDIENCE (Households (000))					8,250				9,570							
	AVERAGE AUDIENCE (%)					10.6	10.9*		10.4*	12.3	9.5*		11.4*		13.8*		14.4*
	SHARE OF AUDIENCE %					22	23 *		21 *	23	18 *		20 *		25 *		27 *
	AVG. AUD. BY ¼ HR. %					11.0	10.7	11.0	9.8	9.3	9.6	11.2	11.7	13.4	14.1	14.3	14.6

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	44.0	44.1	43.7	44.2	44.8	47.6	49.0	50.0	51.3	53.4	54.8	55.6	55.2	55.4	54.0	52.0
	WK. 2	46.8	46.7	45.1	45.6	46.9	47.9	48.5	49.4	51.2	53.1	54.7	56.9	55.9	55.2	54.3	53.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JULY 31, 1981

WEEK 1

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	11,750		10,270		16,800							
TOTAL AUDIENCE (%)	15.1		13.2		21.6							
Program	BENSON (R)		DR. SEUSS-PONTOFFEL POCK (R)(OP)		ABC FRIDAY NIGHT MOVIE — KINGDOM OF THE SPIDERS							
AVERAGE AUDIENCE (Households (000))	10,040		8,480		10,270							
AVERAGE AUDIENCE (%)	12.9		10.9		13.2	11.6*		12.1*		14.2*		14.7*
SHARE OF AUDIENCE %	30		24		27	24 *		24 *		29 *		30 *
AVG. AUD. BY ¼ HR. %	12.2	13.5	11.0	10.8	11.1	12.1	11.9	12.3	13.9	14.5	14.4	15.0

CBS TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	10,890				16,420				14,080			
TOTAL AUDIENCE (%)	14.0				21.1				18.1			
Program	INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
AVERAGE AUDIENCE (Households (000))	6,610				12,450				10,430			
AVERAGE AUDIENCE (%)	8.5	7.0*		10.0*	16.0	15.0*		17.0*	13.4	13.3*		13.6*
SHARE OF AUDIENCE %	19	16 *		22 *	33	32 *		34 *	27	27 *		28 *
AVG. AUD. BY ¼ HR. %	6.9	7.2	9.1	10.9	14.4	15.7	16.9	17.1	13.2	13.4	13.4	13.8

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	8,170		8,320		9,340				11,510			
TOTAL AUDIENCE (%)	10.5		10.7		12.0				14.8			
Program	HARPER VALLEY (R)		COMEDY THEATRE PALS(OP)		ROBERT KLEIN SPECIAL (SUS-OP)				STEVE ALLEN COMEDY HR (R)			
AVERAGE AUDIENCE (Households (000))	6,850		7,000		5,990				8,250			
AVERAGE AUDIENCE (%)	8.8		9.0		7.7	8.0*		7.4*	10.6	10.1*		11.1*
SHARE OF AUDIENCE %	21		20		16	17 *		15 *	22	20 *		23 *
AVG. AUD. BY ¼ HR. %	8.5	9.0	9.0	9.0	8.4	7.5	7.5	7.4	9.9	10.3	11.1	11.1

WEEK 2

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	12,370		10,430		15,020							
TOTAL AUDIENCE (%)	15.9		13.4		19.3							
Program	BENSON (R)		KRYPTON FACTOR (OP)		ABC FRIDAY NIGHT MOVIE — THE POSESSION OF JOEL DELANEY							
AVERAGE AUDIENCE (Households (000))	10,660		8,560		8,250							
AVERAGE AUDIENCE (%)	13.7		11.0		10.6	9.7*		9.5*		11.9*		11.5*
SHARE OF AUDIENCE %	29		22		20	19 *		18 *		23 *		22 *
AVG. AUD. BY ¼ HR. %	13.3	14.1	11.2	10.7	9.8	9.7	9.4	9.5	11.6	12.1	11.4	11.5

CBS TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	13,150				17,660				16,880			
TOTAL AUDIENCE (%)	16.9				22.7				21.7			
Program	INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
AVERAGE AUDIENCE (Households (000))	8,170				14,240				12,530			
AVERAGE AUDIENCE (%)	10.5	8.4*		12.6*	18.3	17.6*		19.0*	16.1	15.2*		16.9*
SHARE OF AUDIENCE %	22	18 *		26 *	35	34 *		36 *	31	29 *		32 *
AVG. AUD. BY ¼ HR. %	8.3	8.6	12.0	13.3	16.7	18.4	19.2	18.9	15.0	15.4	16.5	17.3

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	9,650		15,330									
TOTAL AUDIENCE (%)	12.4		19.7									
Program	HARPER VALLEY (R)(OP)		NBC FRIDAY NIGHT MOVIE — THE SLIPPER AND THE ROSE(SUS-OP)									
AVERAGE AUDIENCE (Households (000))	8,640		8,400									
AVERAGE AUDIENCE (%)	11.1		10.8	9.6*		10.0*		10.5*		11.6*		12.4*
SHARE OF AUDIENCE %	24		21	19 *		20 *		20 *		22 *		23 *
AVG. AUD. BY ¼ HR. %	10.8	11.5	9.5	9.6	9.8	10.2	10.4	10.6	11.4	11.7	12.6	12.3

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	41.6	42.1	40.8	40.0	41.2	43.9	44.5	46.3	46.7	48.5	49.0	49.9	49.8	49.7	48.8	48.7
WK. 2	43.0	43.5	43.4	45.0	45.9	47.5	48.6	49.9	50.6	51.9	52.4	53.1	52.2	52.5	52.9	53.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.FRI. AUG.7, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.1, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					9,570 12.3				15,090 19.4				13,460 17.3			
Program					EIGHT IS ENOUGH (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					6,540 8.4 20 7.7	7.8* 20 * 8.0	8.4	8.9* 20 * 9.4	11,440 14.7 31 13.6	14.2* 31 * 14.9	15.0	15.1* 32 * 15.3	10,500 13.5 29 13.5	13.6* 29 * 13.6	13.5	13.5* 30 * 13.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,810 13.9				17,430 22.4							
Program					ENOS (R)(OP)				CBS SAT. NIGHT MOVIE A REAL AMERICAN HERO(R)							
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					7,390 9.5 23 8.0	8.4* 21 * 8.9	10.3	10.6* 24 * 10.9	10,890 14.0 30 11.5	11.6* 25 * 11.7	12.2	12.6* 26 * 13.0	15.4	15.7* 33 * 15.9	16.3	16.1* 36 * 15.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					11,830 15.2				8,640 11.1				9,020 11.6			
Program					BARBARA MANDRELL (R)(OP)				BJ AND THE BEAR (R)(SUS-OP)				GAMES PEOPLE PLAY (R)			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					8,560 11.0 27 10.3	10.6* 27 * 10.9	11.2	11.4* 26 * 11.6	6,150 7.9 17 7.9	7.8* 17 * 7.7	7.8	8.1* 17 * 8.3	5,910 7.6 16 7.7	7.5* 16 * 7.3	7.7	7.8* 17 * 7.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					9,490 12.2				16,730 21.5				14,940 19.2			
Program					EIGHT IS ENOUGH (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					6,380 8.2 18 6.8	7.3* 17 * 7.9	8.4	9.0* 19 * 9.5	12,370 15.9 32 13.4	14.2* 29 * 15.0	17.0	17.6* 34 * 18.1	12,370 15.9 31 15.4	15.5* 30 * 15.5	16.3	16.4* 33 * 16.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					19,140 24.6											
Program					CBS SAT. NIGHT MOVIE RENDEZVOUS HOTEL(R) NUNZIO(OP)											
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					7,780 10.0 21 9.3	9.1* 21 * 8.8	9.1	9.4* 20 * 9.7	9.6	9.8* 20 * 10.0	10.3	10.3* 20 * 10.3	11.1	11.0* 22 * 10.9	10.6	10.5* 21 * 10.4
NBC TV TOTAL AUDIENCE (Households (000) & %)					11,670 15.0				11,280 14.5				8,950 11.5			
Program					BARBARA MANDRELL (R)(OP)				STEVE ALLEN COMEDY HOUR (R)(OP)				GAMES PEOPLE PLAY (R)			
AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					8,790 11.3 25 10.2	10.5* 24 * 10.8	11.9	12.0* 26 * 12.2	7,620 9.8 20 9.6	9.6* 20 * 9.6	10.1	9.9* 19 * 9.7	6,460 8.3 16 8.3	8.2* 16 * 8.1	8.2	8.4* 17 * 8.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	38.9	38.2	37.9	38.5	38.5	40.0	42.7	44.9	45.5	46.8	47.4	48.3	47.5	46.7	45.5	45.1
WK. 2	41.9	43.4	43.9	44.0	43.1	44.0	45.7	47.1	47.9	49.9	50.7	51.7	51.4	50.6	50.5	49.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. AUG.8, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG. 1, 1981

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		4,120 5.3															
		ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)		3,810 4.9															
SHARE OF AUDIENCE	%	12															
AVG. AUD. BY ¼ HR.	%	4.9															
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)				11,050 14.2													
				← SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM) →													
AVERAGE AUDIENCE (Households (000) & %)				6,850 8.8	9.9*		8.7*										
SHARE OF AUDIENCE	%			29	29 *		31 *										
AVG. AUD. BY ¼ HR.	%			9.4	10.3	9.5	7.9	7.3	7.1								

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		5,290 6.8															
		ABC WEEKEND REPORT-SAT.															
AVERAGE AUDIENCE (Households (000) & %)		5,060 6.5															
SHARE OF AUDIENCE	%	14															
AVG. AUD. BY ¼ HR.	%	6.5															
CBS TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
NBC TV TOTAL AUDIENCE (Households (000) & %)				11,280 14.5													
				← SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM) →													
AVERAGE AUDIENCE (Households (000) & %)				6,690 8.6	9.2*		8.9*		7.3*								
SHARE OF AUDIENCE	%			27	26 *		29 *		28 *								
AVG. AUD. BY ¼ HR.	%			9.1	9.2	9.0	8.8	7.6	6.6								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	42.4	39.7	34.9	33.1	29.3	27.4	26.2	24.3	21.1	19.6	17.2	15.5	13.7	12.9	11.7	10.8
	WK. 2	46.1	42.5	37.5	34.4	31.7	29.7	26.3	23.9	22.3	21.1	18.9	16.8	15.3	13.8	11.7	10.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. AUG.8, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.2, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))	7,000				20,380											
TOTAL AUDIENCE (%)	9.0				26.2											
Program	THOSE AMAZING ANIMALS (R)(OP)				ABC SUNDAY NIGHT MOVIE S.O.S. TITANIC(R)											
AVERAGE AUDIENCE (Households (000))	4,750				10,040											
AVERAGE AUDIENCE (%)	6.1	5.7*		6.5*	12.9	10.6*		11.4*		12.5*		13.6*		14.5*		14.6*
SHARE OF AUDIENCE %	13	13 *		14 *	23	21 *		21 *		22 *		23 *		26 *		27 *
AVG. AUD. BY ¼ HR. %	5.4	6.0	6.3	6.6	10.5	10.8	11.3	11.5	12.4	12.6	13.3	14.0	14.1	14.9	14.8	14.4
CBS TV																
TOTAL AUDIENCE (Households (000))	18,980				12,210		11,980		16,100		17,040		17,890			
TOTAL AUDIENCE (%)	24.4				15.7		15.4		20.7		21.9		23.0			
Program	60 MINUTES (R)				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
AVERAGE AUDIENCE (Households (000))	14,470				10,740		10,740		13,850		15,330		14,240			
AVERAGE AUDIENCE (%)	18.6	17.9*		19.3*	13.8		13.8		17.8		19.7		18.3	18.5*		18.1*
SHARE OF AUDIENCE %	41	41 *		41 *	27		25		31		33		33	33 *		33 *
AVG. AUD. BY ¼ HR. %	17.0	18.7	19.1	19.5	13.4	14.1	13.5	14.2	16.9	18.7	18.8	20.6	18.3	18.6	18.0	18.2
NBC TV																
TOTAL AUDIENCE (Households (000))	10,970				15,790				20,310							
TOTAL AUDIENCE (%)	14.1				20.3				26.1							
Program	DISNEY'S WONDERFUL WORLD FOLLOW ME BOYS , PART 1				CHIPS (R)(OP)				BIG EVENT ST. IVES(R)(OP)							
AVERAGE AUDIENCE (Households (000))	8,090				12,060				13,070							
AVERAGE AUDIENCE (%)	10.4	9.6*		11.3*	15.5	14.2*		16.8*	16.8	16.2*		16.9*		16.9*		17.0*
SHARE OF AUDIENCE %	23	22 *		24 *	30	28 *		31 *	30	28 *		29 *		30 *		31 *
AVG. AUD. BY ¼ HR. %	9.1	10.1	11.0	11.6	13.7	14.8	16.7	16.9	15.7	16.7	17.3	16.6	16.8	17.0	17.5	16.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))	7,550				21,080											
TOTAL AUDIENCE (%)	9.7				27.1											
Program	THOSE AMAZING ANIMALS (R)(OP)				ABC SUNDAY NIGHT MOVIE THE BIBLE...IN THE BEGINNING(R)											
AVERAGE AUDIENCE (Households (000))	4,820				11,130											
AVERAGE AUDIENCE (%)	6.2	5.5*		6.9*	14.3	12.6*		14.1*		15.6*		15.4*		14.4*		13.4*
SHARE OF AUDIENCE %	13	12 *		15 *	25	24 *		25 *		27 *		26 *		25 *		24 *
AVG. AUD. BY ¼ HR. %	4.8	6.2	6.7	7.2	11.7	13.5	14.0	14.1	15.5	15.8	15.9	14.8	14.4	14.5	13.7	13.2
CBS TV																
TOTAL AUDIENCE (Households (000))	18,050				12,840		12,060		14,000		15,170		18,440			
TOTAL AUDIENCE (%)	23.2				16.5		15.5		18.0		19.5		23.7			
Program	60 MINUTES (R)				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
AVERAGE AUDIENCE (Households (000))	13,620				10,810		10,110		12,140		13,460		14,630			
AVERAGE AUDIENCE (%)	17.5	17.1*		17.9*	13.9		13.0		15.6		17.3		18.8	18.0*		19.6*
SHARE OF AUDIENCE %	38	38 *		38 *	27		23		27		29		33	31 *		35 *
AVG. AUD. BY ¼ HR. %	16.6	17.5	17.7	18.0	13.5	14.2	12.7	13.3	14.7	16.5	16.5	18.1	17.3	18.7	19.6	19.6
NBC TV																
TOTAL AUDIENCE (Households (000))	12,140				11,750	29,330										
TOTAL AUDIENCE (%)	15.6				15.1	37.7										
Program	CHIPS (R)				(1) (OP)	MAJOR LEAGUE ALLSTAR GAME (8:15-12:00MD)										
AVERAGE AUDIENCE (Households (000))	8,320				10,660	15,640										
AVERAGE AUDIENCE (%)	10.7	9.9*		11.6*	13.7	20.1		17.6*		19.6*		21.6*		22.1*		21.9*
SHARE OF AUDIENCE %	23	22 *		25 *	29	36		33 *		34 *		36 *		37 *		37 *
AVG. AUD. BY ¼ HR. %	9.4	10.4	11.1	12.0	13.7	14.5	17.1	18.1	19.3	19.8	21.6	21.6	21.8	22.4	22.0	21.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	42.5	45.0	46.4	47.9	49.4	51.7	53.7	54.8	56.1	58.1	58.4	59.3	57.1	56.6	55.5	54.1
WK. 2	44.6	46.0	46.6	48.3	50.5	52.6	54.7	56.2	57.4	59.2	59.8	59.9	58.6	58.8	57.4	56.2

U.S. TV Households: 77,800,000

(1)MAJOR LEAGUE ALLSTAR PRE,NBC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.SUN. AUG.9, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.2, 1981

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	3,350 4.3															
ABC TV program	ABC WEEKEND REPORT-SUN.				(SUS-OP)										(SUS-OP)	
AVERAGE AUDIENCE (Households (000) & %)	3,190 4.1															
SHARE OF AUDIENCE %	9															
AVG. AUD. BY ¼ HR. %	4.1															
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,520 7.1															
CBS TV program	CBS SUNDAY NEWS-OSGOOD															
AVERAGE AUDIENCE (Households (000) & %)	5,370 6.9															
SHARE OF AUDIENCE %	15															
AVG. AUD. BY ¼ HR. %	6.9															
NBC TV TOTAL AUDIENCE (Households (000) & %)			2,650 3.4													
NBC TV program			← NBC LATE NIGHT MOVIE → UNDERCOVER WITH THE KKK(R) (11:30-12:45AM) (SUSTAINING 12:45-1:30AM)													
AVERAGE AUDIENCE (Households (000) & %)			1,630 2.1	2.1*		2.1*										
SHARE OF AUDIENCE %			8	6 *		8 *										
AVG. AUD. BY ¼ HR. %			2.1	2.0	2.1	2.2	2.3									

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,050 5.2															
ABC TV program	ABC WEEKEND REPORT-SUN.															
AVERAGE AUDIENCE (Households (000) & %)	3,810 4.9															
SHARE OF AUDIENCE %	10															
AVG. AUD. BY ¼ HR. %	4.9															
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,210 6.7															
CBS TV program	CBS SUNDAY NEWS-OSGOOD															
AVERAGE AUDIENCE (Households (000) & %)	5,060 6.5															
SHARE OF AUDIENCE %	13															
AVG. AUD. BY ¼ HR. %	6.5															
NBC TV TOTAL AUDIENCE (Households (000) & %)							1,710 2.2									
NBC TV program	← MAJOR LEAGUE ALLSTAR GAME (8:15-12:00MD) →						← NBC LATE NIGHT MOVIE → THE ADVENTURES OF HUCKLEBERRY FINN(R) (12:30-1:42AM) (SUSTAINING 1:42-2:30AM)									
AVERAGE AUDIENCE (Households (000) & %)		21.7*		18.8*			1,010 1.3	1.6*		1.2*						
SHARE OF AUDIENCE %		40 *		42 *			7	8 *		7 *						
AVG. AUD. BY ¼ HR. %	22.0	21.5	20.3	17.2			1.7	1.5	1.4	1.1	.9					
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	46.6	40.4	34.7	30.5	26.0	23.5	21.4	19.6	16.9	14.9	12.7	10.4	8.5	7.1	5.8	4.9
WK. 2	51.2	46.2	40.1	35.2	29.5	24.4	20.1	17.6	15.6	13.9	11.4	9.5	8.7	7.2	5.8	4.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. AUG.9, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 27-31, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)							5,060 6.5									
ABC TV program			(SUS-OP) (OP)		← GOOD MORNING, AMERICA-830 →	(CO-OP)	(SUS-OP)	(PARTICIPATING)>	(S)(OP)				(S)(OP)			
AVERAGE AUDIENCE (Households (000) & %)							4,200 5.4									
SHARE OF AUDIENCE %							25									
AVG. AUD. BY ¼ HR. %							5.4	5.5								
CBS TV TOTAL AUDIENCE (Households (000) & %)	2,960 3.8				2,960 3.8								5,760 7.4		7,390 9.5	
CBS TV program	← MORNING-CHARLES KURALT → (MTUTHF)(S)(OP)				← CAPTAIN KANGAROO → (MTUTHF)(S)(OP)				(S)(OP)				JEFFERSONS M-F		ALICE-M-F	
AVERAGE AUDIENCE (Households (000) & %)	1,630 2.1	1.8*		2.4*	1,870 2.4	2.0*		2.7*					4,900 6.3		6,220 8.0	
SHARE OF AUDIENCE %	18	18 *		18 *	13	12 *		13 *					26		31	
AVG. AUD. BY ¼ HR. %	1.6	2.0	2.2	2.5	1.9	2.1	2.5	2.8					5.7	6.8	7.6	8.4
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,670 6.0				5,450 7.0						2,960 3.8		3,660 4.7	
NBC TV program	← TODAY SHOW-7.30AM → (CO-OP)		(PARTICIPATING)> (S)(OP)		← TODAY SHOW-8.30AM → (CO-OP)		(PARTICIPATING)		(S)(OP)				LAS VEGAS GAMBIT (MTUTHF)(S)(OP)		BLOCKBUSTERS (MTUTHF)(S)(OP)	
AVERAGE AUDIENCE (Households (000) & %)			3,730 4.8				4,670 6.0						2,490 3.2		3,110 4.0	
SHARE OF AUDIENCE %			32				28						14		17	
AVG. AUD. BY ¼ HR. %			4.8	5.4			6.0	6.0					3.2	3.3	4.0	4.0

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			4,360 5.6				5,060 6.5									
ABC TV program	← GOOD MORNING, AMERICA-730 → (CO-OP)		(PARTICIPATING)		← GOOD MORNING, AMERICA-830 → (CO-OP)		(PARTICIPATING)									(SUS-OP)
AVERAGE AUDIENCE (Households (000) & %)			3,350 4.3				4,120 5.3									
SHARE OF AUDIENCE %			32				28									
AVG. AUD. BY ¼ HR. %			4.2	4.3			5.2	5.3								
CBS TV TOTAL AUDIENCE (Households (000) & %)	3,190 4.1				3,110 4.0								5,680 7.3		6,460 8.3	
CBS TV program	← MORNING-CHARLES KURALT →				← CAPTAIN KANGAROO →								JEFFERSONS M-F (MTUWF)(S)(OP)		ALICE-M-F (MTUWF)>(S)(OP) (SUS-OP)	
AVERAGE AUDIENCE (Households (000) & %)	1,790 2.3	2.1*		2.6*	1,870 2.4	2.1*		2.9*					4,670 6.0		5,600 7.2	
SHARE OF AUDIENCE %	20	21 *		20 *	13	13 *		15 *					26		30	
AVG. AUD. BY ¼ HR. %	1.8	2.4	2.4	2.6	1.8	2.3	2.7	2.9					5.5	6.5	7.1	7.4
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,730 4.8				4,280 5.5						2,720 3.5		3,190 4.1	
NBC TV program	← TODAY SHOW-7.30AM → (CO-OP)		(PARTICIPATING)		← TODAY SHOW-8.30AM → (CO-OP)		(PARTICIPATING)						LAS VEGAS GAMBIT		BLOCKBUSTERS >(SUS-OP)	
AVERAGE AUDIENCE (Households (000) & %)			2,880 3.7				3,500 4.5						2,180 2.8		2,650 3.4	
SHARE OF AUDIENCE %			28				23						12		14	
AVG. AUD. BY ¼ HR. %			3.4	3.9			4.5	4.5					2.7	2.9	3.4	3.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	10.0	11.7	13.3	14.9	16.7	18.7	20.0	21.2	21.9	22.6	23.3	24.3	24.1	25.0	25.2	25.9
WK. 2	6.9	8.6	10.3	11.5	13.5	15.3	16.7	17.7	19.1	20.5	21.4	22.3	22.2	23.4	23.5	23.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.3-7, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 27-31, 1981

WEEK 1

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	9,730 12.5				7,310 9.4		6,850 8.8		9,800 12.6				9,730 12.5			
		——— THREE'S COMPANY DAYTIME >(SUS-OP) ——→				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		←——— ALL MY CHILDREN (OP) ———→				←——— ONE LIFE TO LIVE (SUS-OP) ———			
	AVERAGE AUDIENCE (Households (000) & %)	7,860 10.1				6,070 7.8		5,760 7.4		7,310 9.4	8.8*		9.9*	7,470 9.6	9.4*		9.7*
	SHARE OF AUDIENCE %	40				29		27		32	30 *		33 *	33	32 *		34 *
	AVG. AUD. BY ¼ HR. %	9.2				7.7	7.8	7.3	7.4	8.5	9.1	9.9	10.0	9.5	9.4	9.6	9.8
CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,680 7.3		6,220 8.0				8,560 11.0				7,390 9.5				5,680 7.3	
		PRICE IS RIGHT 1 (MTUTHF)(S)(OP)		PRICE IS RIGHT 2 >(S)(OP)(OP)				←—— YOUNG AND THE RESTLESS ——→				←—— AS THE WORLD TURNS ——→				SEARCH FOR TOMORROW	
	AVERAGE AUDIENCE (Households (000) & %)	4,750 6.1		5,450 7.0				6,150 7.9	7.7*		8.1*	5,520 7.1	6.9*		7.4*	5,210 6.7	
	SHARE OF AUDIENCE %	25		27				29	29 *		29 *	24	23 *		25 *	23	
	AVG. AUD. BY ¼ HR. %	5.9	6.4	6.7	7.1			7.6	7.9	8.1	8.2	6.9	6.9	7.4	7.4	6.7	6.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,280 5.5		3,730 4.8		2,570 3.3		3,350 4.3		5,760 7.4				4,430 5.7			
		WHEEL OF FORTUNE (MTUTHF)(S)(OP)		PASSWORD PLUS (MTUTHF)(S)(OP)		CARD SHARKS		DOCTORS		←—— DAYS OF OUR LIVES ——→				←—— ANOTHER WORLD ———			
	AVERAGE AUDIENCE (Households (000) & %)	3,730 4.8		3,270 4.2		2,100 2.7		2,800 3.6		4,200 5.4	5.2*		5.6*	3,270 4.2	4.3*		4.2*
	SHARE OF AUDIENCE %	19		16		10		13		18	18 *		19 *	15	15 *		15 *
	AVG. AUD. BY ¼ HR. %	4.8	4.8	4.1	4.3	2.5	2.9	3.4	3.7	5.2	5.3	5.6	5.6	4.3	4.3	4.3	4.1

WEEK 2

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	11,050 14.2				7,940 10.2		7,310 9.4		10,500 13.5				10,270 13.2			
		←—— THREE'S COMPANY DAYTIME (SUS-OP)> ——→				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		←——— ALL MY CHILDREN >(SUS-OP)(OP) ———→				←——— ONE LIFE TO LIVE (SUS-OP) ———			
	AVERAGE AUDIENCE (Households (000) & %)	8,710 11.2	10.9*		11.7*	6,770 8.7		6,150 7.9		7,860 10.1	9.6*		10.7*	8,010 10.3	10.3*		10.2*
	SHARE OF AUDIENCE %	44	44 *		45 *	32		29		34	32 *		36 *	36	35 *		36 *
	AVG. AUD. BY ¼ HR. %	10.0	11.0	11.6	11.8	8.7	8.6	7.9	7.9	9.3	9.9	10.5	10.7	10.4	10.2	10.2	10.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,130 6.6		5,990 7.7				8,710 11.2				7,470 9.6				5,600 7.2	
		PRICE IS RIGHT 1 >(SUS-OP)		PRICE IS RIGHT 2 (OP)				←—— YOUNG AND THE RESTLESS ——→				←—— AS THE WORLD TURNS ——→				SEARCH FOR TOMORROW	
	AVERAGE AUDIENCE (Households (000) & %)	4,430 5.7		5,130 6.6				6,070 7.8	7.6*		8.0*	5,600 7.2	7.0*		7.4*	4,980 6.4	
	SHARE OF AUDIENCE %	23		25				28	28 *		28 *	24	23 *		25 *	22	
	AVG. AUD. BY ¼ HR. %	5.4	5.8	6.5	6.8			7.4	7.8	8.0	8.1	6.9	7.0	7.5	7.4	6.4	6.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)	3,580 4.6		3,660 4.7		2,490 3.2		2,880 3.7		5,990 7.7				4,820 6.2			
		WHEEL OF FORTUNE >(SUS-OP)		PASSWORD PLUS		CARD SHARKS		DOCTORS		←—— DAYS OF OUR LIVES ——→				←—— ANOTHER WORLD ———			
	AVERAGE AUDIENCE (Households (000) & %)	3,110 4.0		3,110 4.0		2,020 2.6		2,650 3.4		4,280 5.5	5.3*		5.6*	3,580 4.6	4.7*		4.5*
	SHARE OF AUDIENCE %	16		15		9		12		19	18 *		19 *	16	16 *		16 *
	AVG. AUD. BY ¼ HR. %	4.1	4.0	3.8	4.1	2.5	2.7	3.3	3.5	5.3	5.4	5.5	5.7	4.7	4.6	4.6	4.5

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	25.5	26.5	26.6	27.0	26.9	27.8	27.1	27.9	28.7	29.3	29.5	29.7	28.9	29.2	28.6	28.5
	WK. 2	24.0	25.0	25.8	26.9	27.5	28.9	27.8	28.6	29.5	29.7	29.3	29.8	28.8	28.9	28.1	28.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.3-7, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 27-31, 1981

WEEK 1

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		11,280 14.5				4,120 5.3										9,490 12.2	
		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT (MTUTHF)(OP)										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)		9,020 11.6	11.5*		11.7*	3,810 4.9										8,320 10.7	
SHARE OF AUDIENCE	%	38	39 *		38 *	17										24	
AVG. AUD. BY ¼ HR.	%	11.3	11.7	11.9	11.6	4.9	4.8									10.7	10.7
CBS TV TOTAL AUDIENCE (Households (000) & %)		7,310 9.4				4,510 5.8										9,960 12.8	
		GUIDING LIGHT (OP)				ONE DAY AT A TIME-M-F										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)		5,910 7.6	7.6*		7.6*	3,730 4.8										8,640 11.1	
SHARE OF AUDIENCE	%	25	26 *		25 *	16										25	
AVG. AUD. BY ¼ HR.	%	7.5	7.8	7.8	7.5	4.5	5.0									11.2	10.9
NBC TV TOTAL AUDIENCE (Households (000) & %)		3,500 4.5														9,260 11.9	
		TEXAS														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)		2,650 3.4	3.3*		3.5*											8,090 10.4	
SHARE OF AUDIENCE	%	11	11 *		11 *											23	
AVG. AUD. BY ¼ HR.	%	3.3	3.4	3.5	3.5											10.1	10.7

WEEK 2

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		11,830 15.2				4,980 6.4										9,960 12.8	
		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)		9,490 12.2	11.9*		12.4*	4,510 5.8										8,560 11.0	
SHARE OF AUDIENCE	%	41	40 *		41 *	20										24	
AVG. AUD. BY ¼ HR.	%	11.8	12.0	12.4	12.3	5.8	5.8									10.7	11.4
CBS TV TOTAL AUDIENCE (Households (000) & %)		7,000 9.0				4,360 5.6										10,580 13.6	
		GUIDING LIGHT (OP)				ONE DAY AT A TIME-M-F (MWTHF)(S)(OP)										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)		5,680 7.3	7.2*		7.4*	3,580 4.6										9,180 11.8	
SHARE OF AUDIENCE	%	24	24 *		24 *	16										26	
AVG. AUD. BY ¼ HR.	%	7.1	7.3	7.6	7.3	4.3	4.8									11.8	11.8
NBC TV TOTAL AUDIENCE (Households (000) & %)		3,890 5.0														8,790 11.3	
		TEXAS														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)		2,800 3.6	3.6*		3.7*											7,620 9.8	
SHARE OF AUDIENCE	%	12	12 *		12 *											21	
AVG. AUD. BY ¼ HR.	%	3.6	3.6	3.7	3.7											9.7	9.9
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	29.1	30.2	30.6	30.6	29.4	30.5	31.5	32.8	33.8	35.5	37.7	40.2	42.9	44.2	44.7	45.6
	WK. 2	28.9	29.7	30.3	30.8	29.1	30.4	31.0	32.4	33.3	35.5	37.8	40.4	43.6	45.4	45.7	46.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.3-7, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG.1, 1981

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					2,260 2.9		3,270 4.2		4,280 5.5		5,520 7.1		6,220 8.0		4,510 5.8	
ABC TV program					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
AVERAGE AUDIENCE (Households (000) & %)					1,950 2.5		2,490 3.2		3,580 4.6		4,590 5.9		5,060 6.5		3,970 5.1	
SHARE OF AUDIENCE %					33		29		27		30		30		24	
AVG. AUD. BY ¼ HR. %					2.1	2.8	3.0	3.5	4.5	4.7	5.6	6.3	6.7	6.3	5.1	5.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					2,100 2.7		3,110 4.0		4,900 6.3		5,760 7.4		6,380 8.2		6,380 8.2	
CBS TV program					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)	
AVERAGE AUDIENCE (Households (000) & %)					1,400 1.8		2,490 3.2		4,050 5.2		5,130 6.6		5,450 7.0		5,290 6.8	
SHARE OF AUDIENCE %					21		26		31		33		33		32	
AVG. AUD. BY ¼ HR. %					1.6	2.0	2.8	3.6	4.7	5.6	6.4	6.7	6.7	7.3	7.0	6.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					1,240 1.6		2,260 2.9		3,890 5.0		3,420 4.4		3,350 4.3		4,360 5.6	
NBC TV program					FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)	
AVERAGE AUDIENCE (Households (000) & %)					860 1.1		1,560 2.0		2,960 3.8		2,960 3.8		3,030 3.9		3,500 4.5	
SHARE OF AUDIENCE %					15		18		24		20		18		21	
AVG. AUD. BY ¼ HR. %					1.0	1.2	1.8	2.3	3.1	4.5	3.7	3.8	3.9	4.0	4.3	4.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					2,020 2.6		2,720 3.5		3,660 4.7		5,910 7.6		6,850 8.8		5,990 7.7	
ABC TV program					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
AVERAGE AUDIENCE (Households (000) & %)					1,480 1.9		2,100 2.7		3,030 3.9		4,980 6.4		5,990 7.7		5,290 6.8	
SHARE OF AUDIENCE %					21		23		25		33		37		32	
AVG. AUD. BY ¼ HR. %					1.7	2.2	2.4	3.0	3.3	4.5	6.4	6.4	7.8	7.5	6.8	6.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					2,650 3.4		4,200 5.4		5,990 7.7		6,070 7.8		5,060 6.5		5,680 7.3	
CBS TV program					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)	
AVERAGE AUDIENCE (Households (000) & %)					2,020 2.6		3,270 4.2		4,750 6.1		4,980 6.4		4,280 5.5		4,820 6.2	
SHARE OF AUDIENCE %					27		34		39		33		26		29	
AVG. AUD. BY ¼ HR. %					2.1	3.1	3.8	4.6	5.7	6.4	6.4	6.4	5.4	5.7	6.2	6.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					1,630 2.1		2,100 2.7		3,190 4.1		3,500 4.5		3,350 4.3		3,810 4.9	
NBC TV program					FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)	
AVERAGE AUDIENCE (Households (000) & %)					1,320 1.7		1,870 2.4		2,410 3.1		2,960 3.8		3,030 3.9		2,960 3.8	
SHARE OF AUDIENCE %					19		20		21		20		19		18	
AVG. AUD. BY ¼ HR. %					1.3	2.0	2.4	2.4	2.8	3.4	3.6	4.0	3.6	4.2	3.9	3.7
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	4.0	4.5	5.3	6.3	7.6	9.2	11.1	13.3	15.8	18.1	19.5	20.3	20.8	21.9	21.5	21.6
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	4.2	5.0	6.0	6.7	8.5	10.9	11.8	13.1	14.6	16.9	18.7	19.7	20.3	21.4	21.3	21.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. AUG.8, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 1, 1981

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,430 5.7		4,510 5.8		4,590 5.9		5,600 7.2									
Program	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS SOUP & ME		← AMERICAN BANDSTAND '81 →									
AVERAGE AUDIENCE (Households (000) & %)	3,810 4.9		3,500 4.5		3,890 5.0		3,350 4.3	3.9*		4.7*						
SHARE OF AUDIENCE %	23		22		23		19	18 *		21 *						
AVG. AUD. BY ¼ HR. %	5.1	4.7	4.6	4.4	4.8	5.2	3.8	4.0	4.5	4.9						
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,450 7.0		5,060 6.5		5,130 6.6		4,280 5.5		4,280 5.5		3,970 5.1					
Program	TARZAN/LONE RANGER-I (OP)		TARZAN/LONE RANGER-2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)	4,590 5.9		4,430 5.7		3,890 5.0		3,660 4.7		3,500 4.5		3,030 3.9					
SHARE OF AUDIENCE %	27		27		23		21		19		16					
AVG. AUD. BY ¼ HR. %	6.0	5.8	5.6	5.8	5.2	4.9	4.6	4.8	4.5	4.5	4.0	3.7				
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,900 6.3		4,510 5.8		3,500 4.5		3,420 4.4									
Program	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES									
AVERAGE AUDIENCE (Households (000) & %)	4,120 5.3		3,890 5.0		3,030 3.9		2,720 3.5									
SHARE OF AUDIENCE %	24		23		18		16									
AVG. AUD. BY ¼ HR. %	5.3	5.3	4.9	5.0	4.0	3.7	3.4	3.7								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,760 7.4		5,680 7.3		5,210 6.7		5,450 7.0									
Program	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS MY DEAR UNCLE SHERLOCK		← AMERICAN BANDSTAND '81 →									
AVERAGE AUDIENCE (Households (000) & %)	4,980 6.4		4,670 6.0		4,430 5.7		3,420 4.4	4.1*		4.6*						
SHARE OF AUDIENCE %	29		27		25		18	17 *		19 *						
AVG. AUD. BY ¼ HR. %	6.7	6.2	5.9	6.2	5.6	5.8	4.3	4.0	4.5	4.7						
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,840 7.5		5,060 6.5		4,590 5.9		4,820 6.2		4,510 5.8		3,970 5.1					
Program	TARZAN/LONE RANGER-I (OP)		TARZAN/LONE RANGER-2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES					
AVERAGE AUDIENCE (Households (000) & %)	4,900 6.3		4,360 5.6		3,730 4.8		4,050 5.2		3,580 4.6		3,350 4.3					
SHARE OF AUDIENCE %	29		25		21		22		20		18					
AVG. AUD. BY ¼ HR. %	6.2	6.4	5.6	5.6	4.6	5.0	5.1	5.3	4.5	4.7	4.4	4.2				
NBC TV TOTAL AUDIENCE (Households (000) & %)	3,730 4.8		4,280 5.5		3,030 3.9		2,650 3.4						13,150 16.9			
Program	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES						← NBC SPORTS-SUMMER SEASON — (2:00-5:00PM)			
AVERAGE AUDIENCE (Households (000) & %)	3,030 3.9		3,190 4.1		2,650 3.4		2,260 2.9						3,970 5.1	4.1*		5.5*
SHARE OF AUDIENCE %	17		18		15		12						19	17 *		21 *
AVG. AUD. BY ¼ HR. %	3.6	4.2	4.3	3.8	3.4	3.4	3.1	2.7					3.9	4.3	5.6	5.4

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	22.3	22.1	21.4	21.5	22.0	22.4	22.1	23.6	23.0	23.6	24.2	25.1	24.4	25.5	25.9	26.4
	WK. 2	21.9	22.1	22.4	23.0	23.0	23.7	23.3	23.6	22.9	23.6	23.5	25.0	25.3	26.2	27.0	27.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. AUG. 8, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG.1, 1981

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)			18,050 23.2													
Program			ABC WIDE WORLD-SPORTS SAT (3:30-6:48PM) →													
AVERAGE AUDIENCE (Households (000) & %)			7,940 10.2	9.0*		10.8*		10.7*		10.0*		10.2*		10.9*		
SHARE OF AUDIENCE %			33	33 *		38 *		37 *		34 *		33 *		32 *		
AVG. AUD. BY ¼ HR. %			8.5	9.6	10.7	10.8	10.5	10.8	10.6	9.4	9.9	10.6	11.4	10.4	9.9	10.4
CBS TV																
TOTAL AUDIENCE (Households (000) & %)			3,270 4.2				5,290 6.8								7,080 9.1	
Program			CANADIAN OPEN GOLF-SAT. →				CBS SPORTS SATURDAY →								CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)			2,180 2.8	2.8*		2.7*	2,330 3.0	2.1*		3.1*		3.7*			5,520 7.1	
SHARE OF AUDIENCE %			10	10 *		9 *	10	7 *		10 *		12 *			19	
AVG. AUD. BY ¼ HR. %			2.8	2.8	2.8	2.7	1.9	2.3	2.8	3.5	3.7	3.7			6.9	7.4
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	9,880 12.7														6,150 7.9	
Program	NBC SPORTS-SUMMER SEASON →														NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)	3,190 4.1	3.6*		3.7*		3.7*		4.0*		4.5*		5.1*			5,290 6.8	
SHARE OF AUDIENCE %	14	14 *		14 *		13 *		14 *		15 *		16 *			18	
AVG. AUD. BY ¼ HR. %	3.5	3.6	3.9	3.4	3.6	3.7	4.0	4.0	4.3	4.6	5.0	5.2			6.6	7.0

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	8,400 10.8								10,190 13.1							
Program	PGA CHAMPIONSHIP-SAT →								ABC WIDE WORLD-SPORTS SAT →							
AVERAGE AUDIENCE (Households (000) & %)	3,730 4.8	4.4*		4.6*		4.8*		5.5*	5,060 6.5	6.1*		6.4*		7.0*		
SHARE OF AUDIENCE %	17	17 *		17 *		17 *		19 *	18	18 *		18 *		18 *		
AVG. AUD. BY ¼ HR. %	4.4	4.3	4.4	4.7	4.8	4.8	5.3	5.6	5.9	6.3	6.0	6.7	7.2	6.8		
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	6,220 8.0							8,250 10.6							6,380 8.2	
Program	US CLAY COURT TENNIS-SAT (3:00-4:48PM)(+OP) →							CBS SPORTS SATURDAY (4:48-6:00PM)(OP) →							CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)	2,490 3.2	3.4*		2.8*		2.9*		4,980 6.4		6.5*		7.2*			5,370 6.9	
SHARE OF AUDIENCE %	11	13 *		10 *		10 *		19		20 *		21 *			17	
AVG. AUD. BY ¼ HR. %	3.7	3.2	2.8	2.7	2.8	3.1	4.1	4.2	6.0	7.0	7.6	6.9			6.6	7.2
NBC TV																
TOTAL AUDIENCE (Households (000) & %)															6,850 8.8	
Program	NBC SPORTS-SUMMER SEASON (2:00-5:00PM) →														NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		5.2*		5.8*		5.1*		4.7*							5,760 7.4	
SHARE OF AUDIENCE %		20 *		21 *		18 *		16 *							19	
AVG. AUD. BY ¼ HR. %	5.3	5.2	5.9	5.8	5.5	4.6	4.8	4.6							7.3	7.4

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	25.5	26.6	27.8	28.3	29.2	29.9	30.4	30.7	31.2	31.7	32.1	33.3	35.6	37.0	38.6	39.8
WK. 2	27.3	27.8	28.4	28.8	28.8	29.4	30.9	31.5	33.0	34.6	34.8	36.0	38.8	39.0	40.1	41.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. AUG.8, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG.2, 1981

WEEK 1

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)																1,790 2.3	
	Program																KIDS ARE PEOPLE TOO I (10:30-11:04AM)	
	AVERAGE AUDIENCE (Households (000) & %)																1,630 2.1	
	SHARE OF AUDIENCE	%															11	
	AVG. AUD. BY ¼ HR.	%															2.1	2.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)										5,760 7.4							
	Program						MIGHTY MOUSE/ HECKLE-JECKL (SUS)(OP)		THREE ROBONIC STOOGES (SUS)(SUS-OP)		← SUNDAY MORNING →						MARSHALL EFRON (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)										2,960 3.8	2.9*		4.2*		4.5*		
	SHARE OF AUDIENCE	%									25	25 *		27 *		24 *		
	AVG. AUD. BY ¼ HR.	%									2.6	3.1	4.0	4.3	4.5	4.6		
NBC TV	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE	%																
	AVG. AUD. BY ¼ HR.	%																

WEEK 2

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)																2,490 3.2	
	Program																KIDS ARE PEOPLE TOO I (10:30-11:06AM)	
	AVERAGE AUDIENCE (Households (000) & %)																1,950 2.5	2.5*
	SHARE OF AUDIENCE	%															13	13 *
	AVG. AUD. BY ¼ HR.	%															2.1	2.8
CBS TV	TOTAL AUDIENCE (Households (000) & %)										5,600 7.2							
	Program						MIGHTY MOUSE/ HECKLE-JECKL (SUS) (SUS-OP)		THREE ROBONIC STOOGES (SUS) (SUS-OP)		← SUNDAY MORNING →						MARSHALL EFRON (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)										3,030 3.9	3.8*		3.9*		4.1*		
	SHARE OF AUDIENCE	%									25	30 *		26 *		22 *		
	AVG. AUD. BY ¼ HR.	%									3.6	4.0	3.8	4.0	4.4	3.9		
NBC TV	TOTAL AUDIENCE (Households (000) & %)																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE	%																
	AVG. AUD. BY ¼ HR.	%																

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	3.2	3.5	4.2	5.0	5.9	7.3	8.7	10.3	12.6	14.5	16.3	17.2	18.3	20.1	19.6	19.9
	WK. 2	2.8	3.4	3.9	5.2	6.9	6.9	10.0	10.8	12.9	14.0	15.5	17.2	18.9	19.6	19.7	19.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. AUG.9, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG.2, 1981

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	1,950		2,260		2,880											
	2.5		2.9		3.7											
Program	KIDS ARE PEOPLE TOO II (11:04-11:30AM) (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)									
AVERAGE AUDIENCE (Households (000) & %)	1,630		1,710		2,260											
	2.1		2.2		2.9											
SHARE OF AUDIENCE %	10		10		13											
AVG. AUD. BY ¼ HR. %	2.0	2.2	2.3	2.2	3.2	2.7										
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,190										7,700			
			4.1										9.9			
Program			FACE THE NATION										CANADIAN OPEN GOLF-SUN. (2:00-4:00PM)			
AVERAGE AUDIENCE (Households (000) & %)			2,800										4,120			
			3.6										5.3	5.1*		5.1*
SHARE OF AUDIENCE %			17										18	18 *		17 *
AVG. AUD. BY ¼ HR. %			3.5	3.7									5.0	5.2	5.1	5.0
NBC TV TOTAL AUDIENCE (Households (000) & %)							4,120									
							5.3									
Program							MEET THE PRESS		← RELIGIOUS SERIES (SUS) →							
AVERAGE AUDIENCE (Households (000) & %)							3,350									
							4.3									
SHARE OF AUDIENCE %							19									
AVG. AUD. BY ¼ HR. %							4.2	4.3								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	2,650		1,710		3,030											
	3.4		2.2		3.9											
Program	KIDS ARE PEOPLE TOO II (11:06-11:30AM) (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)									
AVERAGE AUDIENCE (Households (000) & %)	2,180		1,400		2,330											
	2.8		1.8		3.0											
SHARE OF AUDIENCE %	13		8		12											
AVG. AUD. BY ¼ HR. %	2.9	2.8	1.7	1.8	3.1	3.0										
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,890										9,180			
			5.0										11.8			
Program			FACE THE NATION										US CLAY COURT TENNIS-SUN. (2:00-4:39PM)			
AVERAGE AUDIENCE (Households (000) & %)			3,190										3,190			
			4.1										4.1	4.8*		4.9*
SHARE OF AUDIENCE %			18										13	16 *		16 *
AVG. AUD. BY ¼ HR. %			3.9	4.3									5.0	4.6	4.9	4.8
NBC TV TOTAL AUDIENCE (Households (000) & %)							3,890									
							5.0									
Program							MEET THE PRESS		← RELIGIOUS SERIES (SUS) →							
AVERAGE AUDIENCE (Households (000) & %)							3,270									
							4.2									
SHARE OF AUDIENCE %							17									
AVG. AUD. BY ¼ HR. %							4.2	4.2								

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	20.1	21.4	22.1	22.4	22.4	23.1	23.3	24.3	24.1	25.4	25.8	27.4	28.4	28.8	29.5	30.2
WK. 2	20.6	22.2	23 1	24.0	23.9	25.2	25.8	26.2	25.5	26.7	28.0	29.2	29.0	29.8	29.7	30.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. AUG.9, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG.2, 1981

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000))					12,760										5,450	
TOTAL AUDIENCE (%)					16.4										7.0	
Program					NATIONAL SPORTS FESTIVAL										ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000))					4,900										4,820	
AVERAGE AUDIENCE (%)					6.3	5.8*		6.2*		6.4*		6.7*			6.2	
SHARE OF AUDIENCE %					19	18 *		19 *		18 *		20 *			16	
AVG. AUD. BY ¼ HR. %					5.4	6.1	6.2	6.2	6.6	6.3	6.7	6.8			5.8	6.5
CBS TV TOTAL AUDIENCE (Households (000))					8,400										7,000	
TOTAL AUDIENCE (%)					10.8										9.0	
Program	CANADIAN OPEN GOLF-SUN. (2:00-4:00PM)				CBS SPORTS SUNDAY										CBS EVENING NEWS-DEAN	
AVERAGE AUDIENCE (Households (000))					4,050										5,450	
AVERAGE AUDIENCE (%)		5.3*		5.5*	5.2	4.9*		5.6*		5.4*		5.1*			7.0	
SHARE OF AUDIENCE %		18 *		18 *	16	16 *		17 *		16 *		16 *			17	
AVG. AUD. BY ¼ HR. %	5.1	5.5	5.9	5.1	4.8	5.0	5.6	5.5	5.5	5.2	5.4	4.7			6.5	7.4
NBC TV TOTAL AUDIENCE (Households (000))					11,130										6,540	
TOTAL AUDIENCE (%)					14.3										8.4	
Program					SPORTSWORLD										NBC NIGHTLY NEWS-SUN.	
AVERAGE AUDIENCE (Households (000))					5,450										5,760	
AVERAGE AUDIENCE (%)					7.0	6.3*		6.5*		8.2*					7.4	
SHARE OF AUDIENCE %					21	20 *		20 *		24 *					19	
AVG. AUD. BY ¼ HR. %					6.3	6.3	6.4	6.5	8.2	8.2					7.4	7.4

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000))	4,280		11,280													
TOTAL AUDIENCE (%)	5.5		14.5													
Program	NAT'L LONG DRIVING CHAMP		PGA CHAMPIONSHIP-SUN													
AVERAGE AUDIENCE (Households (000))	3,500		4,750													
AVERAGE AUDIENCE (%)	4.5		6.1	5.3*		5.7*		5.5*		5.3*		6.1*		7.5*		6.9*
SHARE OF AUDIENCE %	15		17	17 *		18 *		16 *		15 *		17 *		19 *		17 *
AVG. AUD. BY ¼ HR. %	4.3	4.6	5.2	5.3	5.7	5.7	5.7	5.4	5.1	5.5	5.8	6.4	7.5	7.6	7.4	6.4
CBS TV TOTAL AUDIENCE (Households (000))							13,070								10,110	
TOTAL AUDIENCE (%)							16.8								13.0	
Program	US CLAY COURT TENNIS-SUN. (2:00-4:39PM) (+OP)						CBS SPORTS SUNDAY (4:39-6:00PM)(OP)								CBS EVENING NEWS-DEAN	
AVERAGE AUDIENCE (Households (000))							8,320								8,320	
AVERAGE AUDIENCE (%)		3.8*		3.4*		3.8*	10.7	6.3*		11.7*		12.7*			10.7	
SHARE OF AUDIENCE %		13 *		11 *		12 *	30	18 *		33 *		35 *			25	
AVG. AUD. BY ¼ HR. %	3.9	3.7	3.3	3.5	3.9	3.8	5.0	6.9	11.1	12.4	13.5	11.8			10.6	10.8
NBC TV TOTAL AUDIENCE (Households (000))					13,770										6,220	
TOTAL AUDIENCE (%)					17.7										8.0	
Program					SPORTSWORLD										NBC NIGHTLY NEWS-SUN.	
AVERAGE AUDIENCE (Households (000))					7,080										5,370	
AVERAGE AUDIENCE (%)					9.1	10.1*		10.9*		6.5*					6.9	
SHARE OF AUDIENCE %					27	31 *		32 *		18 *					17	
AVG. AUD. BY ¼ HR. %					9.5	10.7	11.8	9.9	6.8	6.2					6.7	7.0

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	29.3	29.9	30.9	31.9	31.7	33.0	33.9	34.4	35.7	35.4	34.3	34.5	38.2	40.0	40.6	41.1
WK. 2	30.0	30.6	31.0	32.1	32.6	32.9	33.6	34.8	36.6	38.8	39.9	39.9	42.1	43.9	44.1	44.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. AUG.9, 1981

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY																	
ABC FEATURETTE(SUS)	1	10.55-11.00PM	10.45														
CBS WKRP IN CINCINNATI	1	8.33- 9.03PM	→GRID 9.00	13,380	17.2	11,440	14.7	28	16.5								
CBS M*A*S*H	1	9.03- 9.33PM	→GRID 9.30	16,100	20.7	14,160	18.2	32	18.5								
CBS HOUSE CALLS	1	9.33-10.03PM	→GRID 10.00	14,940	19.2	13,150	16.9	29	17.8								
CBS LOU GRANT	1	10.03-11.03PM	→GRID 11.00	18,750	24.1	13,770	17.7	32	19.2								
NBC NBC NEWS UPDATE-2-MON(SUS)	2 1	9.58- 9.59PM 10.28-10.29PM	9.45 10.15														
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)		9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS UPDATE-2-FRI(SUS)	1 2	9.58- 9.59PM 9.51- 9.52PM	9.45 9.45														

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	11,670	15.0	11,670	15.0	31	15.0		13,150	16.9	13,150	16.9	33	16.9	
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	7,310	9.4	7,310	9.4	21	9.4								
	2	8.55- 8.56PM	8.45								6,770	8.7	6,770	8.7	18	8.7	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	7,390	9.5	7,390	9.5	21	9.5		8,640	11.1	8,640	11.1	24	11.1	
NBC NBC NEWS UPDATE-2-SAT(SUS)	1	9.58- 9.59PM	9.45														
NBC NBC NEWS UPDATE-2-SAT.	2	9.58- 9.59PM	9.45								6,300	8.1	6,300	8.1	16	8.1	
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		7.58- 7.59PM	7.45	5,600	7.2	5,600	7.2	15	7.2		6,070	7.8	6,070	7.8	16	7.8	
ABC ABC SPEC RPT-12.01AM(SUS)	1	12.01-12.04AM	12.00														
ABC ABC SPEC RPT-2.43AM(SUS)	1	2.43- 2.51AM	2.30														
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	10,350	13.3	10,350	13.3	24	13.3		9,410	12.1	9,410	12.1	22	12.1	
NBC NBC NEWS UPDATE-SUN.	2	8.14- 8.15PM	8.00								9,490	12.2	9,490	12.2	26	12.2	
	1	8.58- 8.59PM	8.45	11,670	15.0	11,670	15.0	27	15.0								
NBC NBC NEWS UPDATE-2-SUN.	1	9.55- 9.56PM	9.45	11,670	15.0	11,670	15.0	25	15.0								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45 9.45 10.00	10,890	14.0	10,890	14.0	25	9.9 15.9 12.5	M-F TU-TH MON.	10,970	14.1	10,580	13.6	24	10.3 14.6	M-F M-TH
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30 11.45	6,540	8.4	5,290	6.8	19	7.4 6.1	M-F M-F	6,920	8.9	5,760	7.4	21	8.0 6.8	M-TH M-TH
ABC PGA CHAMPIONSHIP-FRI(S) CONT'D	2	11.30-12.00MD	11.30								4,900	6.3	3,890	5.0	13	5.6	FRI.

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC PGA CHAMPIONSHIP-FRI(S)-CONT'D			11.45													4.4	FRI.
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.00-12.30AM	12.00								4,050	5.2	3,190	4.1	13	4.1	FRI.
			12.15													4.0	FRI.
ABC CHARLIE'S ANGELS SPECIAL(S)	1	12.00- 1.08AM	12.00	5,520	7.1	3,580	4.6	19	5.0	TUE.							
			12.15				4.9*	17*	4.7	TUE.							
			12.30						4.4	TUE.							
			12.45				4.4*	20*	4.5	TUE.							
			1.00						4.0	TUE.							
ABC CHARLIE'S ANGELS-12.00		12.00- 1.08AM	12.00	5,600	7.2	3,890	5.0	21	4.9	THU.	5,910	7.6	4,050	5.2	21	4.8	THU.
			12.15				4.9*	17*	5.0	THU.				5.0*	17*	5.3	THU.
			12.30						5.2	THU.						5.4	THU.
			12.45				5.1*	23*	5.1	THU.				5.4*	25*	5.3	THU.
			1.00						4.6	THU.						5.1	THU.
ABC FANTASY ISLAND-12.00		12.00- 1.08AM	12.00	3,970	5.1	1,950	2.5	11	3.0	MON.	5,130	6.6	3,110	4.0	20	4.3	MON.
			12.15				2.7*	10*	2.3	MON.				4.2*	18*	4.1	MON.
			12.30						2.4	MON.						4.1	MON.
			12.45				2.4*	12*	2.4	MON.				4.1*	23*	4.0	MON.
			1.00						2.1	MON.						3.3	MON.
ABC FRIDAYS	1	12.00- 1.12AM	12.00	6,150	7.9	3,580	4.6	17	4.9	FRI.							
			12.15				4.9*	17*	5.0	FRI.							
			12.30						4.5	FRI.							
			12.45				4.5*	18*	4.4	FRI.							
			1.00						4.3	FRI.							
ABC LOVE BOAT-12.00		12.00- 1.09AM	12.00	7,000	9.0	4,430	5.7	25	5.7	WED.	6,540	8.4	4,430	5.7	25	5.2	WED.
			12.15				5.8*	22*	5.9	WED.				5.3*	20*	5.4	WED.
			12.30						5.8	WED.						6.2	WED.
			12.45				5.7*	27*	5.6	WED.				6.1*	29*	6.0	WED.
			1.00						5.2	WED.						5.7	WED.
ABC TUESDAY MOVIE-WEEK-PART 1	2	12.00- 1.11AM	12.00								3,970	5.1	2,260	2.9	13	3.6	TUE.
			12.15											3.2*	12*	2.9	TUE.
			12.30													2.8	TUE.
			12.45											2.8*	14*	2.8	TUE.
			1.00													2.3	TUE.
ABC TUESDAY MOVIE-WEEK-PART 2	2	1.11- 1.26AM	1.00								1,790	2.3	1,710	2.2	15	2.2	TUE.
			1.15													2.2	TUE.
	2	1.26- 3.28AM	(SUS)														
ABC ABC SPEC RPT-3.11AM(SUS)	1	3.11- 3.13AM	3.00							THU.							
ABC ABC SPEC RPT-4.08AM(SUS)	1	4.08- 4.12AM	4.00							THU.							
ABC GOOD MORNING, AMERICA-5AM(S)	1	5.00- 5.50AM	5.00	2,410	3.1	1,630	2.1	20	2.0	TUE.							
			5.15				2.1*	21*	2.2	TUE.							
			5.30						2.2	TUE.							
			5.45				2.2*	19*	2.3	TUE.							
ABC GOOD MORNING, AMERICA-550(SUS)	1	5.50- 6.00AM	5.45							TUE.							
CBS NEWSBREAK-M-F	1	[illegible]	8.30	8,640	11.1	8,400	10.8	21	7.6	M-F							
	2	[illegible]	8.45						10.9	TU-F	7,550	9.7	7,550	9.7	19	9.5	M-F

CONT'D

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS NEWSBREAK-M-F-CONT'D			9.00						14.1	MON.							
CBS CBS NEWS SPEC.RPT 11.30P(S)	1	11.30-12.03AM	11.30	6,610	8.5	5,520	7.1	20	7.3	TUE.							
			11.45						7.0	TUE.							
			12.00						6.4	TUE.							
CBS CBS REPORTS-FRI.(S)	2	11.30-12.35AM	11.30								7,390	9.5	4,750	6.1	18	7.6	FRI.
			11.45											7.1*	19*	6.7	FRI.
			12.00													5.6	FRI.
			12.15											5.2*	17*	4.8	FRI.
			12.30													4.7	FRI.
CBS CBS REPORTS-MON.(S)	2	11.30-12.37AM	11.30								6,460	8.3	4,050	5.2	19	5.8	MON.
			11.45											5.6*	18*	5.4	MON.
			12.00													5.2	MON.
			12.15											5.0*	21*	4.7	MON.
			12.30													4.6	MON.
CBS CBS REPORTS-THU. 2(S)	2	11.30-12.37AM	11.30								7,080	9.1	3,730	4.8	15	5.8	THU.
			11.45											5.2*	14*	4.6	THU.
			12.00													4.7	THU.
			12.15											4.6*	16*	4.5	THU.
			12.30													4.3	THU.
CBS CBS REPORTS-TUE.(S)	2	11.30-12.36AM	11.30								6,850	8.8	4,120	5.3	17	6.0	TUE.
			11.45											5.7*	16*	5.3	TUE.
			12.00													5.1	TUE.
			12.15											4.9*	18*	4.7	TUE.
			12.30													5.0	TUE.
CBS CBS REPORTS-WED(S)	2	11.30-12.36AM	11.30								6,610	8.5	4,050	5.2	17	6.3	WED.
			11.45											5.9*	17*	5.4	WED.
			12.00													4.8	WED.
			12.15											4.6*	17*	4.5	WED.
			12.30													4.5	WED.
CBS LATE MOVIE I	1	>	11.30	6,920	8.9	4,360	5.6	20	6.7	M-F							
			11.45				6.5*	19*	6.4	MWTHF							
			12.00						5.7	M-F							
			12.15				5.5*	20*	5.3	M-F							
			12.30						5.0	M-F							
			12.45				4.2*	19*	4.2	M-F							
			1.00						3.9	TUE.							
	1	VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	3,890	5.0	2,960	3.8	21	4.7	M-F	4,200	5.4	2,570	3.3	21	3.8	M-F
			12.45						4.3	MWTHF				3.9*	18*	3.9	M-F
			1.00						4.0	M-F						3.7	M-F
			1.15				3.9*	22*	3.7	M-F				3.7*	22*	3.6	M-F
			1.30						2.8	TUE.						3.1	M-F
			1.45				2.4*	18*	2.1	TUE.				3.1*	21*	2.7	M-F
			2.00													2.7	W-F
			2.15											2.8*	24*	2.8	W-F
			2.30													2.5	TH & F
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS SPEC. RPT. 5AM(S) CONT'D	1	5.00-6.00AM	5.00	2,880	3.7	1,710	2.2	21	1.6	TUE.							

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS CBS NEWS SPEC. RPT. 5AM(S)-CONT'D																	
			5.15				1.8*	18*	2.1	TUE.							
			5.30						2.5	TUE.							
			5.45				2.5*	22*	2.5	TUE.							
NBC NBC NEWS UPDATE-M-F	2	>	8.15								8,870	11.4	8,870	11.4	22	9.3	M-F
	1	>	8.45	8,170	10.5	8,170	10.5	20	10.4	M-F						11.2	TU-TH
			9.00													14.2	MON.
			9.30						10.9	MON.							
NBC NBC NEWS UPDATE-2-M-F		>	9.45	7,860	10.1	7,860	10.1	18	10.1	TU&TH	8,640	11.1	8,640	11.1	19	11.1	TU&TH
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,570	12.3	5,760	7.4	24	8.4	M-F	10,500	13.5	6,380	8.2	26	9.4	M-F
			11.45				8.1*	23*	7.9	M-F				9.0*	26*	8.5	M-F
			12.00						7.3	M-F						8.0	M-F
			12.15				6.7*	24*	6.1	M-F				7.4*	27*	6.7	M-F
NBC SCTV NETWORK/90		12.30- 2.00AM	12.30	6,150	7.9	2,880	3.7	18	4.3	FRI.	6,850	8.8	3,730	4.8	23	6.2	FRI.
			12.45				4.2*	17*	4.1	FRI.				5.9*	24*	5.6	FRI.
			1.00						4.0	FRI.						4.8	FRI.
			1.15				3.9*	19*	3.8	FRI.				4.6*	22*	4.4	FRI.
			1.30						3.3	FRI.						4.2	FRI.
			1.45				3.1*	19*	2.9	FRI.				4.0*	24*	3.8	FRI.
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	3,660	4.7	2,960	3.8	18	4.2	M-TH	3,270	4.2	2,720	3.5	17	3.7	M-TH
			12.45						3.4	M-TH						3.2	M-TH
NBC TOMORROW COAST TO COAST-2	1	>	1.00	2,800	3.6	1,870	2.4	16	2.8	M-TH							
	2	1.00- 1.45AM	1.00								2,410	3.1	1,710	2.2	15	2.6	M-TH
			1.15				2.6*	16*	2.4	M-TH				2.4*	15*	2.3	M-TH
			1.30						2.0	M-TH						1.8	M-TH
			1.45						2.4	M-TH							
		VARIOUS TIMES	(SUS)														
NBC ROYAL WEDDING I(SUS)	1	4.30- 5.00AM	4.30							TUE.							
NBC ROYAL WEDDING II-PT.1(S)	1	5.00- 6.00AM	5.00	4,900	6.3	3,730	4.8	44	4.0	TUE.							
			5.15				4.5*	45*	4.9	TUE.							
			5.30						5.1	TUE.							
			5.45				5.2*	44*	5.3	TUE.							
DAY MONDAY-FRIDAY																	
ABC GOOD MORNING, AMERICA-6AM(SUS)	1	6.00- 7.00AM	6.00							WED.							
ABC ABC SPEC RPT-6.31AM(SUS)	1	6.31- 6.33AM	6.30							FRI.							
ABC GOOD MORNING, AMERICA-7AM(SUS)	1	7.00- 7.20AM	7.00							WED.							
ABC GOOD MORNING, AMERICA-730	1	>	7.15	4,510	5.8	3,660	4.7	29	6.3	M-F							
			7.30						4.5	M-F							
			7.45				4.6*	29*	4.7	M-F							
ABC GOOD MORNING, AMERICA-8AM(SUS)	1	8.00- 8.33AM	8.00							WED.							
ABC GOOD MORNING, AMERICA-9AM(S)	1	9.00-10.00AM	9.00	8,560	11.0	5,600	7.2	25	7.7	WED.							
			9.15				7.5*	26*	7.3	WED.							
			9.30						6.8	WED.							
			9.45				6.9*	24*	7.0	WED.							
ABC GOOD MORNING, AMERICA-10A(S) CONT'D	1	10.00-11.00AM	10.00	9,800	12.6	6,460	8.3	27	8.0	WED.							

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
ABC GOOD MORNING, AMERICA-10A(S)-CONT'D																	
			10.15				8.0*	27*	8.1	WED.							
			10.30						8.4	WED.							
			10.45				8.6*	27*	8.8	WED.							
ABC ABC SPEC REPORT 10.56AM(SUS)	2	10.56-11.11AM	10.45														MON.
ABC ABC SPEC REPORT 11.00AM(SUS)	2	11.00-11.07AM	11.00														WED.
ABC SPEC. EVENT-LEAVE PALACE(SUS)	1	11.00-11.47AM	11.00							WED.							
ABC THREE'S COMPANY DAYTIME	1	>	→GRID	9,730	12.5	7,860	10.1	40		M-F							
			11.15				9.8*	40*	10.4	MTUTHF							
			11.30						10.6	M-F							
			11.45				10.4*	40*	10.2	M-F							
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ABC SPEC REPORT 1.31PM(SUS)	2	1.31- 1.37PM	1.30														MON.
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,310	9.4	7,000	9.0	30	9.0	M-F	7,700	9.9	7,470	9.6	32	9.6	M-F
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F
ABC EDGE OF NIGHT-WED(B)	1	4.00- 4.30PM	4.00	4,120	5.3	3,660	4.7	15	4.6	WED.							
			4.15						4.8	WED.							
CBS CBS NEWS SPEC. RPT. 6AM(S)	1	6.00-10.00AM	6.00	16,260	20.9	4,820	6.2	24	4.0	WED.							
			6.15				4.4*	28*	4.7	WED.							
			6.30						5.4	WED.							
			6.45				5.8*	29*	6.2	WED.							
			7.00						6.2	WED.							
			7.15				6.3*	27*	6.4	WED.							
			7.30						6.6	WED.							
			7.45				7.0*	27*	7.3	WED.							
			8.00						7.1	WED.							
			8.15				7.1*	25*	7.1	WED.							
			8.30						6.6	WED.							
			8.45				6.4*	21*	6.1	WED.							
			9.00						6.0	WED.							
			9.15				6.0*	19*	6.0	WED.							
			9.30						6.8	WED.							
			9.45				6.7*	22*	6.5	WED.							
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS MAGAZINE(S)	2	10.00-11.00AM	10.00								5,760	7.4	3,270	4.2	18	4.1	THU.
			10.15											4.3*	18*	4.4	THU.
			10.30													4.4	THU.
			10.45											4.1*	17*	3.8	THU.
CBS CBS NEWS SPEC. RPT-10.57A(SUS)	2	10.57-11.11AM	10.45														MON.
CBS CBS NEWS SPEC. RPT. 11AM(S)	1	11.00-11.43AM	11.00	5,990	7.7	4,200	5.4	17	4.9	WED.							
			11.15				5.2*	16*	5.4	WED.							
			11.30						5.9	WED.							
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,900	6.3	4,750	6.1	23	6.1	M-F	4,820	6.2	4,590	5.9	22	5.9	M-F

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
DAY MONDAY-FRIDAY-CONT'D																	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,900	6.3	4,670	6.0	20	6.0	M-F	4,750	6.1	4,510	5.8	19	5.8	M-F
CBS RAZZMATAZZ(S)	2	4.00- 4.30PM	4.00								4,280	5.5	3,580	4.6	15	4.6	TUE.
			4.15													4.6	TUE.
NBC ROYAL WEDDING II-PT.2(S)	1	6.00- 7.38AM	6.00	10,810	13.9	6,920	8.9	43	6.8	WED.							
			6.15				7.3*	44*	7.9	WED.							
			6.30						8.8	WED.							
			6.45				8.9*	43*	9.0	WED.							
			7.00						10.1	WED.							
			7.15				10.0*	43*	9.9	WED.							
			7.30						10.6	WED.							
NBC TODAY ROYAL WEDDING-PT.1(S)	1	8.00- 8.30AM	8.00	8,560	11.0	7,470	9.6	36	9.5	WED.							
			8.15						9.7	WED.							
NBC TODAY ROYAL WEDDING-PT.2(S)	1	9.00-12.00NN	9.00	17,510	22.5	6,850	8.8	29	8.4	WED.							
			9.15				7.9*	28*	7.4	WED.							
			9.30						7.0	WED.							
			9.45				7.1*	25*	7.1	WED.							
			10.00						8.4	WED.							
			10.15				8.6*	29*	8.8	WED.							
			10.30						9.2	WED.							
			10.45				9.3*	29*	9.5	WED.							
			11.00						9.8	WED.							
			11.15				9.8*	30*	9.8	WED.							
			11.30						10.5	WED.							
			11.45				10.2*	31*	9.9	WED.							
NBC NBC NEWS SPECIAL REPORT(SUS)	2	10.57-11.12AM	10.45														MON.
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	2,260	2.9	2,100	2.7	33	2.7		1,630	2.1	1,560	2.0	20	2.0	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,590	5.9	4,430	5.7	26	5.7		5,520	7.1	5,290	6.8	32	6.8	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	3,890	5.0	3,730	4.8	22	4.8		5,370	6.9	4,980	6.4	30	6.4	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	3,580	4.6	2,880	3.7	18	3.7		5,450	7.0	4,590	5.9	27	5.9	
CBS SUMMER SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,710	2.2	1,560	2.0	22	2.0		2,720	3.5	2,490	3.2	29	3.2	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,110	4.0	2,960	3.8	29	3.8		3,810	4.9	3,660	4.7	36	4.7	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,980	6.4	4,750	6.1	34	6.1		5,450	7.0	5,130	6.6	39	6.6	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	5,840	7.5	5,760	7.4	34	7.4		4,820	6.2	4,590	5.9	28	5.9	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,600	7.2	5,060	6.5	30	6.5		5,060	6.5	4,510	5.8	28	5.8	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,900	6.3	4,510	5.8	26	5.8		4,980	6.4	4,590	5.9	27	5.9	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,510	5.8	4,200	5.4	25	5.4		4,360	5.6	3,970	5.1	22	5.1	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,580	4.6	3,190	4.1	18	4.1		4,590	5.9	4,120	5.3	22	5.3	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,280	5.5	3,730	4.8	20	4.8		3,970	5.1	3,420	4.4	19	4.4	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,810	4.9	3,270	4.2	18	4.2		3,890	5.0	3,580	4.6	19	4.6	
CBS US CLAY COURT TENNIS-SAT(S)	2	3.00- 4.48PM	→GRID								6,220	8.0	2,490	3.2	11		
			4.45													4.3	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
DAY SATURDAY-CONT'D																	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	1,630	2.1	1,400	1.8	22	1.8		1,950	2.5	1,950	2.5	25	2.5	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,020	2.6	1,950	2.5	20	2.5		2,020	2.6	1,870	2.4	19	2.4	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,270	4.2	3,190	4.1	24	4.1		2,410	3.1	2,410	3.1	19	3.1	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	2,960	3.8	2,880	3.7	19	3.7		2,880	3.7	2,720	3.5	18	3.5	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,190	4.1	2,960	3.8	17	3.8		3,420	4.4	3,190	4.1	19	4.1	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,050	5.2	3,970	5.1	24	5.1		3,030	3.9	2,800	3.6	17	3.6	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	3,970	5.1	3,810	4.9	22	4.9		3,420	4.4	3,350	4.3	19	4.3	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,200	5.4	3,970	5.1	23	5.1		3,420	4.4	3,190	4.1	18	4.1	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,720	3.5	2,570	3.3	15	3.3		2,330	3.0	2,260	2.9	12	2.9	
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.04AM	→GRID	1,790	2.3	1,630	2.1	11									
	2	10.30-11.06AM	→GRID								2,490	3.2	1,950	2.5	13		
			11.00						1.9							2.8	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,020	2.6	1,870	2.4	11	2.4		2,100	2.7	2,020	2.6	12	2.6	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,020	2.6	1,870	2.4	11	2.4		1,710	2.2	1,560	2.0	8	2.0	
CBS IN THE NEWS-8.26AM-SUN		8.26- 8.29AM	8.15	390	.5	390	.5	8	.5								
CBS IN THE NEWS-8.56AM-SUN(SUS)	2	8.56- 8.59AM	8.45														

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
CBS IN THE NEWS-8.56AM-SUN.(SUS)	1	8.56- 8.59AM	8.45														
CBS US CLAY COURT TENNIS-SUN.(S)	2	2.00- 4.39PM	→GRID								9,180	11.8	3,190	4.1	13		
			4.30													4.1	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielsen Television Index

Correction Notice

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August 21, 1981

NIELSEN NATIONAL TV RATINGS REPORT
1st JULY 1981 REPORT
June 29-July 12, 1981

Audience estimates for the following program were incorrect in the above report. Correct data are as follows:

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK ‡ DAY	START TIME	DUR	NET	NO. OF T/C THIS SEASON / PROG. TYPE†	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PAGE 32												
DOCTORS				185	177	180	88	88	A	3.1	12	241
M-F	12.30P	30	NBC	DD					B	3.8	15	296

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	TOTAL AUDIENCE HOUSEHOLDS %	AVERAGE AUDIENCE HOUSEHOLDS (000)	AVERAGE AUDIENCE HOUSEHOLDS %	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
PAGE A-22										
DAY MON-FRI										
NBC DOCTORS	1	12.30P		3112	4.0	2567	3.3	12		M-F
			12.45						3.3	M-F
			1.00						3.4	M-F

Nielsen Television Index

Bulletin

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August 21, 1981

ROYAL WEDDING SEEN LIVE BY HALF OF U.S. TV HOUSEHOLDS

The wedding of HRH the Prince of Wales and Lady Diana Spencer and the attendant festivities were carried live by the television networks at 5-10AM New York Time on Wednesday, July 29, 1981.

NTI estimates of the audience reached by this event in the United States over the combined facilities of the three national TV networks are as follows:

	PERCENT	MILLIONS
Total Audience	49.9	38.8
Average Audience		
Total Duration	18.3	14.2
By Half-Hours		
5-5:30AM	8.1	6.3
5:30-6AM	9.7	7.6
6-6:30AM	14.9	11.6
6:30-7AM	18.8	14.6
7-7:30AM	21.6	16.8
7:30-8AM	22.7	17.7
8-8:30AM	23.5	18.3
8:30-9AM	22.4	17.4
9-9:30AM	21.1	16.4
9:30-10AM	20.4	15.9

Nielsen Television Index

Bulletin

PRESIDENT REAGAN'S ECONOMIC MESSAGE

On Monday, July 27, 1981, President Ronald Reagan urged the Nation to support his package of tax and budget cuts. The talk was carried live by the television networks at 8-8:30PM New York Time.

NTI estimates of the combined audiences of the three national networks are as follows:

	Percent	Millions
Total Audience Households	36.9	28.7
Average Audience Households	32.5	25.3

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